AUTOMATIC WORLD

Entered as second class matter June 19, 1931, at the Post Office at Fort Worth, Texas, under the act of March 3, 1879. **VOL. 3. No. 1.**

ENJOY "REAL" PROFITS THIS SUMMER WITH

ZENOBIA PURE WHITE

Roasted and Salted

PISTACHIO NUTS

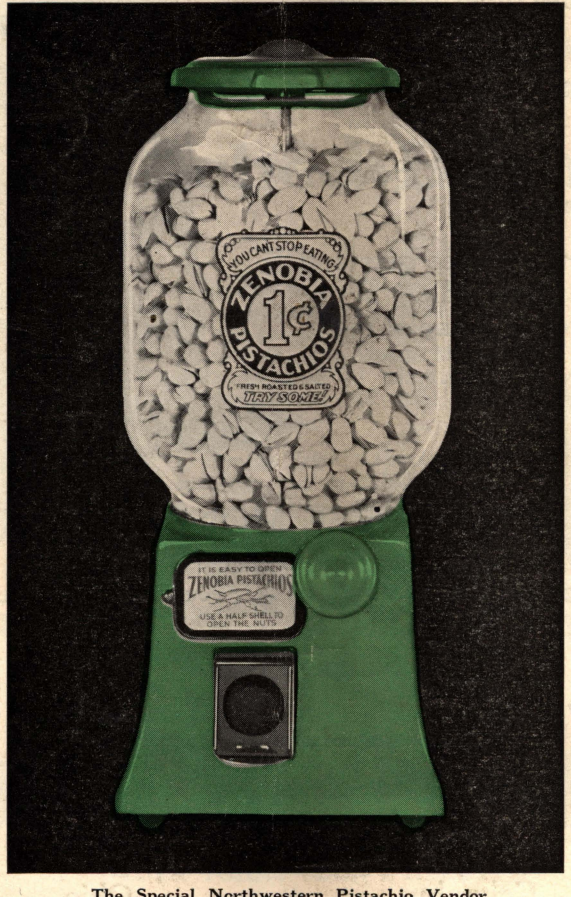
The Safest, Surest, Fastest

hot weather seller in the vending machine industry today.

Finest quality, freshly roasted and salted.

Their delicious salty flavor will bring back your customers for more and more.

Everyone enjoys eating them.



Vend in All Machines

Large amount of nuts per pound allows giving very generous measures.

Our Low Price

assures every operator fine profits.

A trial will quickly show why hundreds of operators are filling ALL of their machines with pistachios.

The Special Northwestern Pistachio Vendor

SEND FOR 25 OR 50 POUNDS AT ONCE. TERMS: $3 CASH—BALANCE C. O. D.—F. O. B. NEW YORK

ZENOBIA CO., INC.

AMERICA'S LARGEST IMPORTERS AND ROASTERS OF PISTACHIO NUTS

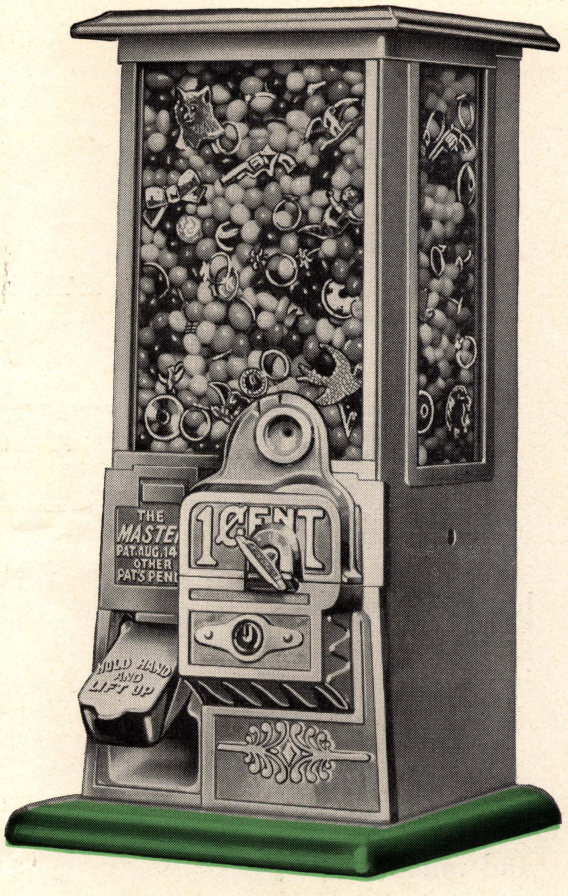
165 HUDSON STREET NEW YORK CITY

July 1932

Still They Come!

Orders for MASTERS are increasing in number every month. There's only one answer. The registered trade-mark "MASTER" is the operator's guarantee of superior vending machines with every feature protected by patents.

MASTERS MAKE MORE MONEY



...these features
Appeal to the Operator

Simple and strong mechanisms. Easy to operate.

New, improved adjustable vender to vend Pistachio Nuts and other irregularly shaped merchandise.

No globes to break. Glass easily cleaned or replaced.

Handsome, durable cabinets. Sanitary porcelain enameled base.

Appearance and performance gets and keeps best locations. Never idle. Work very day in the year, vending one of many confections.

GET IN ON THESE MONEY MAKERS

The "MASTER" Novelty Vender vends more different kinds of merchandise than any other machine without buying or installing new parts. You can't lose. You are bound to make money with Masters.

Sample Prices

Aluminum Cabinet $7.25 Each **Chromium Cabinet $7.75 Each**

Quantity Quotations on Request

The Norris Manufacturing Co.
Columbus Ohio

In Canada
Bergstrom Sales Co.
ESTEVAN, SASK.

OTHER DISTRIBUTORS
Located in Principal Cities

M. T. Daniels
1025-27 University Avenue
WICHITA, KAN.

Billiard Cloth

10 Different Grades

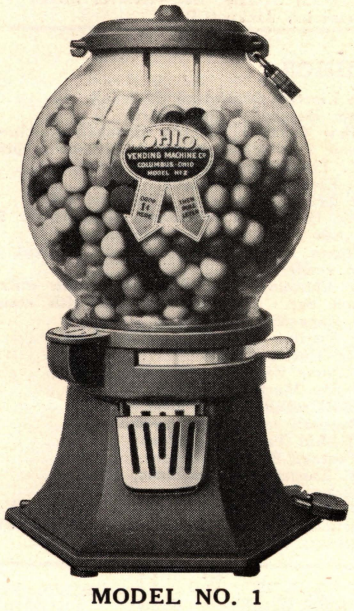
To Choose From

We are manufacturers of cloth only.
Will send samples and quote prices
on request.

The Saxton Woolen Corp.

NORWICH, **CONN.**

Unmatched Beauty
Service Quality



MODEL NO. 1

The Ohio Models 1 and 2 are made of cast iron enameled red. Also furnished in cast aluminum highly polished, and chrome-plate finish. Mechanism is constructed of aluminum, thereby being rust-proof and will withstand severe use.

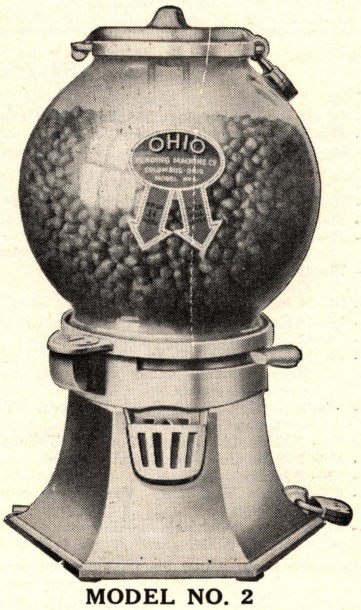
Machines can be taken apart without disturbing the merchandise in the globe.

We invite comparison of our machines in quality, workmanship, appearance and serviceability, with that produced by any other firm, no matter how highly advertised or how expensive it may be.

It will convincingly prove that we are offering high-quality, plus service at prices that insure greater savings.

We are now furnishing our machines in a chrome-plate finish.

ORDER TODAY—DON'T DELAY



MODEL NO. 2

Ohio Vending Machine Co.

212 North Grant Ave. COLUMBUS, OHIO, U. S. A.

Guaranteed USED Machines

All Makes, Types and Kind

Rebuilt and Slightly Used Machine Bargains

Used Mills Money Makers

Lot No. A- 1—Mills 5c Jackpot Side Vender (factory built)..... $39.50
Lot No. A- 2—Mills 5c Jackpot Side Venders (high serials used short while) 46.50
Lot No. A.- 3—Mills 5c FOK with Original Mills Jackpot Front—A-No. 1 condition 41.50
Lot No. A- 4—Mills 5c FOK with Original Mills Jackpot Front—Serial over 200,000..... 46.50
Lot No. A- 5—Mills 5c Front Vender Jackpots (original factory built) like new 56.50
Lot No. A- 6—Mills 10c FOK with Reserve Jackpot Front; Vends Mints 32.50
Lot No. A- 7—Mills 25c FOK with Original Mills Jackpot Front (perfect condition) 42.50
Lot No. A- 8—Mills 5c Front O. K. Venders; excellent condition; Bullseye 35.00
Lot No. A- 9—Mills 5c Front O. K. Venders; serials under 135,000. Good machines 27.50
Lot No. A-10—Mills 5c Operators Bells—Bullseye—A. No. 1 condition; good appearance 25.00
Lot No. A-11—Mills 25c Operators Bells—Bullseye model; good machines 27.50
Lot No. A-12—Mills 25c Jackpot Side Venders (factory built)..... 52.50
Lot No. A-13—Mills 5c Reserve Jackpot Bell (factory built)..... 41.50
Lot No. A-14—Mills 10c Jackpot Bell (factory built)..... 46.50
Lot No. A-15—Mills 25c Reserve Jackpot Bell..... 49.50
Lot No. A-16—Mills 5c F. O. K. Convert Jackpot Bell; serial under 135,000 ..... 27.50
Lot No. A-17—Mills 25c F. O. K. Convert Jackpot Bell—Bullseye model 31.50
Lot No. A-18—Mills 10c Convert Jackpot Bell; serial under 130,000. As is—will run..... 24.50
Lot No. A-19—Mills 25c Convert Jackpot Bell; serial under 130,000. As is—will run..... 24.50
Lot No. A-20—Mills 5c Jackpot Bell (factory built); serial under 220,000 ..... 35.00
Lot No. A-21—Mills Modern Scales. A good buy—like new..... 62.50
Lot No. A-22—Mills 5c Regular Silent Jackpot Bell..... 72.50
Lot No. A-23—Mills 10c Regular Silent Jackpot Bell..... 75.00
Lot No. A-24—Mills 25c Regular Silent Jackpot Bell..... 77.50
Lot No. A-25—Mills 5c Gooseneck Silent Jackpot Bell..... 62.50
Lot No. A-26—Mills 10c Gooseneck Silent Jackpot Bell..... 65.00
Lot No. A-27—Mills 25c Gooseneck Silent Jackpot Bell..... 67.50
Lot No. A-28—Mills 5c Silent Jackpot Front Vender..... 77.50
Lot No. A-29—Mills 10c Silent Jackpot Front Vender..... 80.00
Lot No. A-30—Mills Silent Jackpot Front Vender..... 82.50

Used Jennings Constructions

Lot No. A-31—Jennings 5c Jackpot Side Vender, Lemon model..... $32.50
Lot No. A-32—Jennings 5c Jackpot Side Vender; original factory built 39.50
Lot No. A-33—Jennings 5c Reserve Jackpot Side Vender..... 45.00
Lot No. A-34—Jennings 25c Jackpot Side Venders..... 47.50
Lot No. A-35—Jennings 5c Jackpot Bell..... 35.00
Lot No. A-36—Jennings 25c Jackpot Bell..... 37.50
Lot No. A-37—Jennings 5c Victoria Jackpot Bell—like new..... 57.50
Lot No. A-38—Jennings 10c Victoria Jackpot Bell—excellent condition 59.50
Lot No. A-39—Jennings 25c Victoria Jackpot Bell—A No. 1 condition 61.50
Lot No. A-40—Jennings 5c Victoria Front Vender Jackpot..... 64.50
Lot No. A-41—Jennings 10c Victoria Front Vender Jackpots..... 66.50
Lot No. A-42—Jennings 25c Victoria Front Vender Jackpots..... 67.50
Lot No. A-43—Jennings 5c Side Vender Bullseye—Good condition.. 32.50
Lot No. A-44—Jennings 5c Side Vender—just used two weeks..... 39.50
Lot No. A-45—Jennings 5c Side Venders—serial under 30,000. As is—will run 12.50
Lot No. A-46—Jennings 5c Operators Bells—serials under 30,000. As is—will run 11.50
Lot No. A-47—Jennings 5c Convert Jackpot Side Vender..... 36.50
Lot No. A-48—Jennings 5c Convert Jackpot Side Vender, old model 27.50
Lot No. A-49—Jennings 5c Today Venders..... 22.50

Miscellaneous 3-Reel Machines

Lot No. A-50—Watling 5c Jackpot Bell..... $ 35.00
Lot No. A-51—Watling 25c Jackpot Bell..... 37.50
Lot No. A-52—Watling 5c Front Vender Jackpot..... 41.50
Lot No. A-53—Watling 25c Front Vender Jackpot..... 45.00
Lot No. A-54—Watling 5c Twin Jackpot..... 52.50
Lot No. A-55—Watling 5c Twin Front Vender Jackpot..... 57.50
Lot No. A-56—Caille 5c Superior Jackpot Bell..... 31.50
Lot No. A-57—Caille 5c Grand Prize Jackpot Bell..... 57.50
Lot No. A-58—Caille 5c Aristocrat Roulette Machine..... 137.50
Lot No. A-59—Caille 5c Grand Prize Front Vender. Guaranteed like new 75.00
Lot No. A-60—Caille 25c Grand Prize Front Vender—just like new 82.50
Lot No. A-61—Pace 5c Bantam Jackpot Bell—excellent condition.. 31.75
Lot No. A-62—Pace 10c Bantam Jackpot Bell. A good buy..... 36.75
Lot No. A-63—Pace 5c Late Model Reserve Jackpot Bell 49.75
Lot No. A-64—Pace 10c Late Model Reserve Jackpot Bell..... 52.50
Lot No. A-65—Pace 25c Bantam Jackpot Bell—Everful Model..... 53.75
Lot No. A-66—Pace 5c Champion Jackpot Bell..... 32.50

Novelty and Amusement Machines

Lot No. A- 67— 8 Used Jostle Machines—5c Play..... $23.75
Lot No. A- 68—13 Used Miggles Machines—5c Play..... 25.50
Lot No. A- 69— 9 Used Lucky Strike Machines—5c Large Size ... 19.75
Lot No. A- 70—14 Used Lucky Strike Machines—Counter Model—1c or 5c 8.75
Lot No. A- 71—21 Used Baffle Ball Machines—1c or 5c..... 8.75
Lot No. A- 72—17 Used Bally-Hoo Machines—1c or 5c..... 11.50
Lot No. A- 73—21 Used Boop-A-Doop Machines—like new—1c or 5c 10.50
Lot No. A- 74—23 Used 8-Pocket Miniature Pool Tables—1 1-4 inch Balls complete with all accessories..... 12.50
Lot No. A- 75—43 A. B. T. Big Game Hunters. Numbered reels. Good buy 11.50
Lot No. A- 76—21 B. & M. Baby Venders—4 coin play..... 11.75
Lot No. A- 77—18 Caille Baby Bells—4 coin play—excellent condition 13.75
Lot No. A- 78—12 Superior Baby Venders—4 coin play..... 10.50
Lot No. A- 79—18 Superior 3-Way Selective Mint Vender—5c-25c Play through same slot. Perfect condition. For closed territory 13.75
Lot No. A- 80—21 Exhibit Post Card Venders. Twin Unit. Good condition 2.95
Lot No. A- 81— 8 Mills 1c Wizard Fortune Tellers..... 3.25
Lot No. A- 82— 3 Mills 1c Pin Board Target..... 5.25
Lot No. A- 83— 6 Hercules Baseball Machines (electric) 1c 9.75
Lot No. A- 84—12 Mills Bell Boy Venders—4 coin Play. Perfect condition 21.75
Lot No. A- 85—19 Peo Whirlwinds—like new..... 2.95
Lot No. A- 86—16 Pace Whizballs. A good buy..... 3.75
Lot No. A- 87—21 Gott'ieb Electric Miniature Baseball, 1c..... 3.95
Lot No. A- 88—19 Miniature Baseballs—non-electric 3.00
Lot No. A- 89—18 Brand new Gottlieb Electric Baseball Machines 6.00
Lot No. A- 90—65 Brand new Peo Whirlwinds. A give-away price 4.15
Lot No. A- 91—13 A. B. T. Three Jacks Machines, 1c..... 10.50
Lot No. A- 92— 9 A. B. T. Five Jacks Machines, 1c 15.50
Lot No. A- 93— 5 Majestic Moving Targets. Condition OK 13.75
Lot No. A- 94— 3 Aeromatic Basketball Machines, 24 shots for 5c, complete with stand. Bargain price..... 37.50
Lot No. A- 95— 2 Snax Stores complete with stand; straight 5c candy bar vender 27.50
Lot No. A- 96— 4 Hershey Chocolate Bar Machines, both milk and almond bar. Machine complete with stand. Sacrifice. Capacity 120 bars..... 49.50
Lot No. A- 97— 7 Mills 5c Puritan Bells. Condition O. K..... 14.75
Lot No. A- 98— 9 Mills 25c Puritan Bells..... 16.75
Lot No. A- 99— 4 Field's Gypsy Ball Gum Vender—4 coin..... 11.75
Lot No. A-100— 3 Ske-Bal-Ete Machines, 1c 8.75
Lot No. A-101— 2 Roll-A-Ball machines, 5c 7.75
Lot No. A-102—18 Atlas Baseball machines, 1c—like new..... 7.50
Lot No. A-103— 2 Baseball Skill Target machines 2.25
Lot No. A-104— 3 U. S. Postage Stamp Venders..... 17.50
Lot No. A-105— 4 A. B. T. Target Skill machines, 1c..... 4.75
Lot No. A-106— 3 Baby Jacks, 1c 12.50
Lot No. A-107—48 A. B. T. Churchill Miniature Pool Tables. Walnut construction; cue ball return; complete with all accessories; A-1 condition..... 31.50

THIS AD

Cancels all previous prices on Used Machines

Whether you want absolutely new or used machines buy thru us. We positively save you money on every deal. TRY OUR SERVICE.

The Vending Machine Co.

205-15 Franklin Street

FAYETTEVILLE, N. C. - - - U. S. A.

ORDER BY LOT NUMBER

TERMS:

One-third Cash with Order. Balance C. O. D.

"Wow" - "Wow"

WOW! What a Machine.
WOW! What a Game.

150 slightly used Wows at prices you can't afford to pass up. Machines only used a short while. Most of them will pass for brand new.

WOW! What a Price.
WOW! What a Buy.

Wow is an original Mills Pin Game machine with a playing board having an ever-changing appearance. This board does not get monotonous to the eye and go stale.

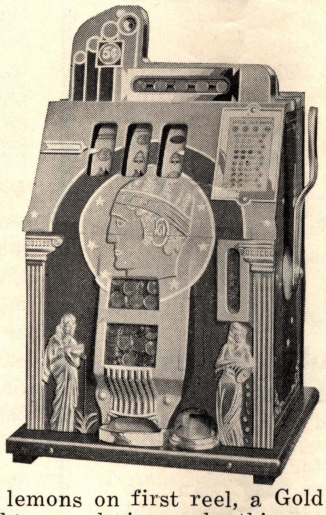
Only 150 Wows left and every one guaranteed to be O. K. After these are gone there won't be any more at these prices. Wows will make you money where others fail and at our prices you can't go wrong. Don't wait but get your order in at once.

Are replacing few better class WOW locations with Mills Official Pin Game, hence the used Wows. If you are looking for a high-class pin game to satisfy some particular location and at the same time get the money, we recommend Mills "Official" Pin Game. Operators' price $35.00, plus 10 per cent excise tax.

WOW, without stand. . .$8.00
WOW, with wood stand. . 9.00

No tax. This is all you pay. Orders for five or more machines accompanied by full remittance may be telegraphed our expense.

MILLS SILENT GOLDEN BELL



Since our announcement in July issue Coin Machine Journal, of Mills Silent Golden Bell, we have been swamped with orders and inquiries. "Wide awake" operators want to know more about this machine and want to enjoy the added earnings they get from its use. Such exclusive features as GOLD AWARD representing greater value than contents of jackpot, 20 stop reels, no more lemons on first reel, a Gold Award symbol usually in sight ,new design make this one of the greatest buys in the Bell field. Revive your sluggish locations. These glowing Gold Award tokens showing through glass in chamber on right side of machine will gather nickels like bees "gathering" honey.

Write for Special Illustrated Descriptive Circular and Special Operators' Prices

$10 Miniature Pool Tables $10

We have only 75 left. They're going fast. Just imagine a genuine 27"x47" miniature Pool Table complete with all accessories—cue tips, chalk, balls, clamp, rack, etc., for only $10.00. If you send full remittance with order for five tables we give one free —you can't miss. Order now!

OTHER VALUES IN USED EQUIPMENT

Lot No.	Price
A—Mills 5c Jackpot Side Vender	$37.50
B—Mills 5c FOK with Mills Jackpot Front	39.75
C—Jennings 5c Jackpot Bells, factory built	28.75
D—Jennings 5c Victoria Jackpot Venders	59.50
E—Pace 10c Bantam Jackpot Bells	32.50
F—Pace 25c Bantam Jackpot Bells	32.50
G—Jennings 5c Jackpot Sides	32.50
H—Caille 5c Superior Jackpot Bell	32.50
I—Mills 10c FOK with Mills Jackpot, vends mints	37.50
J—Mills 25c FOK with Mills Jackpot, vends mints	42.50
K—Mills 5c Jackpot Bells	27.50
L—Mills 25c Jackpot Bells	30.00
M—Caille 5c Grand Prize Jackpot Bell	52.50
N—Mills 5c Convert Jackpot Bells, "as is," will run	17.50
O—BRAND NEW Jennings 5c Jackpot Bells	62.50
P—BRAND NEW Jennings 5c Jackpot Sides	67.50
Q—BRAND NEW Jennings 10c Jackpot Bells	65.00
R—BRAND NEW Jennings 10c Jackpot Sides	67.50
S—BRAND NEW Jennings 25c Jackpot Bells	67.50

The brand new Jennings machines listed above are in original shipping case, never been unpacked and are tax free. Only few left, order now.

The Vending Machine Co.

205-15 Franklin Street **FAYETTEVILLE, N. C.**

Automatic World Denies False Statement

TO CHARGE a person or corporation with being a malicious liar in an attempt to tear down the business of a competitor is rather a harsh way to deal with such an offender. But nothing short of these ugly expressions can afford an adequate answer to a recent circular sent out by a publication in the coin machine industry.

The circular which was circulated among the trade was entitled: "Now Is The Time to Vote." The circular purports to be an inquiry as to whether the trade wants its trade paper to be one certain size or another, and as such, there was no occasion to refer to our magazine or any other except for the purpose of injury. After making "arguments" for the smaller size page the circular says:

"Other magazines have entered the Automatic field and everyone of them, without a single exception, are today in the hands of printers who have taken them over for the printing bill."

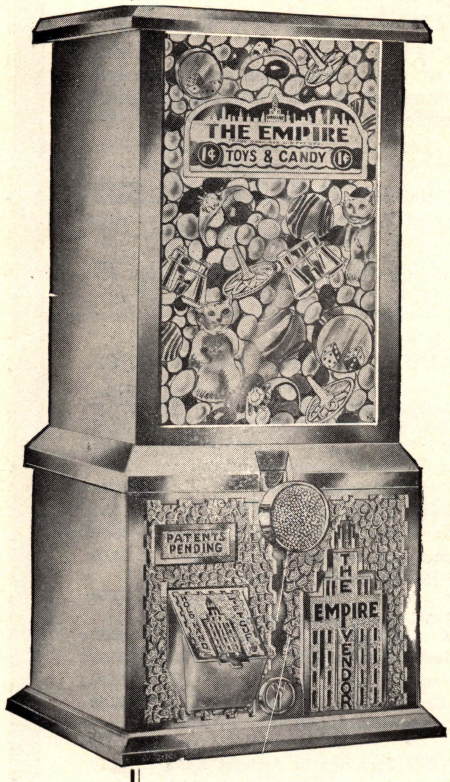
The above statement is absolutely false relative to Automatic World, and we think it was known to be false by the publisher of that magazine when he made it and it was deliberately done to injure the Automatic World. The reason we say that we believe it was made deliberately and maliciously is that at the time the present principal owners purchased the World they published a full page announcement of their purchase, and if that publisher read it, he maliciously told a falsehood; if he did not read it, he was equally reckless in making the statement without knowing what he was talking about.

The undersigned purchased the controlling interest in the Automatic World from Mr. Tom Murray giving him a very handsome profit on his investment and retaining him as editor and these facts could have easily been ascertained by that publication if it had not set out to attempt to destroy a live competitor.

The publishers of the Automatic World regret that it becomes necessary to take space for such an article as this, but we cannot let it go unchallenged. We are in the habit of conducting our publications on a clean, upright, high class plane. Operators and manufacturers alike have been attracted by this course and, both under Mr. Murray's guidance and recently under our management the Automatic World has gone forward more rapidly and more substantially than any trade publication which has come under our observation in many years. Whether this rapid progress has inspired the dirty slings of the publication referred to, we do not know. But we feel that it is time for us to challenge them and give warning that they must cease.

AARON SMITH
O. J. BRANCH

The Empire Toy & Candy Vendor



The Steadiest Money Maker in the Automatic Merchandising Field

Beautiful Chromium Finish

Equipped with our patented anti-jamming toy vending attachments.

Same machine can be used for vending candy and toys, salted peanuts, roasted almonds, cashew nuts, pistachio nuts, ball gum, etc.

Vending gear can be quickly adjusted to vend goods at 40c to $1.00 per pound.

Simple unique coin slot rejects all commonly used slugs and washers.

Dimensions: Height 17 in., width, 8 in., depth 8 in., weight 9 lbs.

All Empires are obtainable with 1c or 5c coin slots.

WRITE FOR QUANTITY PRICES!

On Hand For Immediate Delivery!
ALL THE LATEST MONEY MAKING AMUSEMENT MACHINES EMPIRE VENDORS
OUR PRICES CAN'T BE BEAT!
D. ROBBINS & CO.

D. ROBBINS & COMPANY
Manufacturers
1141 W. DeKalb Ave.
BROOKLYN, N. Y.

Branch Store at 313 East 13th Street, New York

West Coast Dist. Advance Automatic Sales
114 Buchanan St., San Francisco, Cal.

The Guaranteed Trouble-Proof Machine

As Told by Arthur Cohane, General Manager, Richard Mfg. Co., Winooski, Vt.

It certainly is something to rave about in this day and age of speed production and faster delivery when a manufacturer can present a machine so well perfected it can be guaranteed trouble-proof. This has been the great accomplishment of the Richard Mfg. Co., of Winooski, Vermont, one of the outstanding corporations in the country today.

The Richard Mfg. Co. have a super plant with such excellent equipment as to have been ranked first in woodworking equipment by many of the country's outstanding corporations. They can produce without any excess exertion, 1,000 Joyballs per day.

Joyball is the square type pin game which hit this industry with a bang. Many such games fell by the wayside for they were not fit to place on location. But when the Richard Mfg. Co. and their engineers decided to enter this industry and place their beautiful product on the market they accomplished that which had formerly been considered the impossible, produced a machine that was so sturdy, so beautiful, so easy to play and so interesting to the player that many men immediately took advantage of it.

Joyball today ranks as the greatest round-square type machine ever produced in this industry. It is a proven money-maker. More and more operators are giving it the chance on location it deserves for they have found that once they place a Joyball they can forget all about the machine and just come around for collection time.

Ninety per cent of the complaint in this industry has always been the fact that machines have not been able to stand up on location. For once, without any exaggeration or boasting, this feat has been accomplished in such manner that not alone does the Joyball stand up but it is also the most beautiful game of its kind which has ever been presented to the industry. It is without any doubt the acme of perfection in this type of money-making game.

Joyball is not a slapped-together affair. It is built sturdy, solid, and beautiful; of the finest wood and materials that could be purchased. It has the dignity of appearance so necessary for the better locations. It has the exciting play so much needed in sporting locations. It has that appeal which causes all persons of every age to play it. There hasn't yet been a fine machine of its type ever produced nor will there again ever be one of like caliber.

It took all the facilities and craftsmanship of this wonderful manufacturing organization to perfect so fine a machine as the Joyball. The com-

(Continued on Page 27)

CAN YOU AFFORD TO INVEST

$7 per year

for a Steady, Substantial Income

?

Then Buy . . .

ROYAL SCALES

Royal Scales cost you only $35.00 each. They are guaranteed for five years. Thus for an investment of $7 per year for five years, you are assuring yourself of a steady, substantial income that will quickly cover your initial outlay.

This Scale Was Built for Your Profit

Let us send you a sample for your inspection—or see ROYALS at your nearest jobber's.
You will be amazed that a scale of this quality can be sold for so low a price.

YOU TAKE NO CHANCES

When you examine the scale, if you do not agree you have made a wonderful investment we will refund your money without question.

Order From Your Nearest Jobber

Royal Scale Co. 42 Essex Street Jersey City, N. J.

Automatic World

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.
An independent, nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

AARON SMITH - - - - - - Business Manager
O. J. BRANCH - - - - - - Advertising Manager
TOM MURRAY - - - - - - - - - - - Editor

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THREE years $2.00
Canada, One Year.....$1.75

Advertising Rates Furnished Upon Request.

GEORGE A. GRASTORF HAS PASSED ON

George A. Grastorf has passed on. From his hands has dropped the working tools of this life. All the good works that were performed by this man will continue on. The many friends that he created while in the world will always remember him. We that had the pleasure of meeting George personally will continue to walk with him through the halls of memory. He did a lot for the coin machine industry. He had taken part in association work and was an outstanding character in coin machinedom.

George A. Grastorf passed away on June 21, 1932. Funeral services were held in Chicago, Friday afternoon, June 24, at 4200 West Jackson boulevard.

This journal joins the great host of friends of this good man in extending their deepest sympathy to his loved ones in their hour of deepest sorrow, and our prayer goes up for the true wife and fine children of George A. Grastorf. May peace be theirs and may God's richest blessings rest upon them.

SELLING MACHINES TO THE LOCATION OWNER

By TOM MURRAY

A lot is being said regarding the "dirty" practice of manufacturers selling machines to location owners, and after selling the jobber a neat load of machines, turning around and letting him have a neat shot of bacon right in the seat of his pants by selling direct to the operator cheaper or as cheap as he sold to the jobber. Yet, we see these "stung" operators and jobbers turning right around and buying more machines from the same manufacturers. Boys, you must like it.

To be real frank with you, regarding this practice that will put operators out of business, I believe that the recent pin games have given the store-keepers a real good "cobbing" and a cure that will keep their thoughts away from the idea of buying machines.

I personally interview a number of location owners who had purchased pin games. In my talk with them I found that only one man had received enough returns to pay for the machine and he said the play was falling off and if he intended to keep the game going he was going to have to replace it with a newer design or add some attractive feature to it. In two spots the owners had set their machines over in a corner and they were being used as a parking place for books, hats, raincoats and what-have-you. An operator would have had that table working. Location owners absolutely will not give the attention to a machine that it really requires.

If I was a jobber and made a purchase of machines from a distributor or manufacturer, I would certainly arrange, if at all possible, some plan whereby said manufacturer would not slice to the operator. This could be done on a contract that a certain number of machines would not be paid for until a certain stated period of time, giving the jobber ample time to turn his load. In the event the manufacturer cut, then he would forfeit the said machines to said jobber which might offset his loss created by his friend, the manufacturer. Of course the poor operator has little protection. He can buy a machine, pay for it and then get kicked out of the location indirectly by the very firm that sold him the machine. That's bad oats, fellows, bad oats. That's not clean business and that thing is not going to be tolerated very much longer by our real operators.

If operators and jobbers want to see just who really is trying to sell locations, go down to your newsstand, buy some drug store magazines, a grocery journal, some of these so-called salesmen's magazines, and thumb through them and you will see just who is protecting you. You'd be surprised to know just how many of your so-called reliable manufacturers carried ads in drug store journals last month, attempting to sell your spots right out from under you.

Not so very long ago every grocery store, drug store and what-not in Fort Worth, received a letter from one of Chicago's largest manufacturers, offering them scales at a greatly reduced price, or what we might say, a bargain. Many of these places bought and some poor operator had to move on. In one case, we understand, an operator's own scale was sold. Of course this was a mistake and the operator was taken care of all right, but it just goes to show and prove how some manufacturers go after the location and say to h—— with the operator. Yet you operators keep buying from these same manufacturers. Who's to blame? How can anybody help you when you don't even help yourself?

This journal has a list of manufacturers, jobbers and distributors that have failed to carry square with us. We have requested operators to write us, regarding certain firms before they purchase machines from them. If you are about to get stung by one of these "crooks," we could at least warn you. A number have complied with our suggestion and we believe that we have saved them some trouble and money. This service is free to any operator. We don't lie, we tell just how we have been treated by these firms, and that's no lie. We see these firms running their advertising right along in various journals and we know dog-gone well that an operator is in danger when he trades with them. We can keep you from getting the "cob" in many instances if you will write us before you buy any machines from a firm that you don't know.

AUTOMATIC WORLD is strictly against the selling of machines to locations. This business is an operators' business and he is the only person that can make a success at operating machines. A spot owner makes a flop every time he buys a machine and that gives the industry a black-eye that has to be rubbed down by some good operator. Kill the operator and you have killed the coin machine industry.

THE SILVER KING TWINS

NOW THE GREATEST MONEY MAKER OF ALL TIME

5c TWO GAMES FOR 5c

Positively Brings Back Old Locations—Breaks All Records for Sustained Play

Ball Released at Playing Level

Our new design makes possible the greatest improvement feature. A single movement of the lift raises all balls simultaneously to the playing board level. No inclined chute. No uphill travel. All balls visible before play. Gives perfect speed control. Increases skill. Recognized by operators as the greatest advancement in design and construction.

The Silver King Twins

Take All the Play and Money Away From All Kinds of Machines

Operators Say

Old-time operators who have placed SILVER KING TWINS on location, are astounded at the remarkable results it has produced.

CABINET BEAUTIFULLY FINISHED

Width 32 in. Length 38 in.

PRICE $75.00

Special Prices on Quantity

F. O. B. Beaumont, Texas

Perpetual Earnings

Inventive skill has triumphed again. The SILVER KING TWINS will bring back the locations. Public demands a two player machine. Locations are calling for machines. Operators realize this is what the players want. Competition. Both shooting at the same time. Two can play as fast as one. Crowds love to gather around and count the score of the competing players. Thrills galore. Takes the play away from all kinds of single machines. The SILVER KING TWINS is the ace of money makers.

Location Everywhere

The finest locations want the beautiful SILVER KING TWINS. Most beautiful machine built. Act quickly and reap the harvest that awaits you.

YEARS AHEAD OF COMPETITION

Engineering design, sturdy construction and unmatched principle of play makes the SILVER KING TWINS the sensational money maker of the hour. The smallest details carried out to mechanical perfection. A machine where the first cost is the only cost. All repairs—service calls—wiped away in simple sturdy construction. Once on location there is a steady flow in nickels from the pockets of the crowd to the coin box of the SILVER KING TWINS.

LIFE TIME SERVICE

The SILVER KING TWINS are trouble proof in every way. Coin mechanism is positive and cannot be cheated in any way. Entire top is hinged at the rear and is accessable only through the removable coin box. One unlocks entire machine. The Silver King Twins is built by a man, who, has twenty years experience in operating coin-controlled machines.

Terms—One-third with Order—Balance C. O. D. Immediate Shipments.

MANUFACTURED BY

The Texas Novelty Company

1160 Laurel Avenue **Beaumont, Texas** **Telephone 1805**

Pistachio Nuts Proving Big Sensation

THERE are probably very few of the vast numbers of people engaged in or affiliated with the vending machine industry who have failed to notice the almost phenomenal success of White Roasted and Salted Pistachio nuts in this field. In a comparatively short time Pistachios have jumped from obsurity into the spotlight and are today one of the most popular items selling in vanding mechines.

To Zenobia Company, Inc., 165 Hudson St., New York City goes the credit for having developed this situation. Long the leading Pistachio house in the U. S. this firm introduced Pistachios to the vending industry about a year ago. People, they contended, must be tiring of seeing and eating the same things in vending machines for years and would no doubt welcome a change to something new and different. According to Mr. Harry K. Norian, Treasurer and General Manager of the Company, the public's enthusiastic welcoming of Pistachios greatly exceeded their highest expectation when these nuts were placed around in a few machines. The landslide began, operators by the score started to fill their machines with Pistachios and it was not long before operators all over were following suit. Today Pistachios are strongly entrenched as a front line seller in the vending machine field.

Until Pistachios made their appearance in machines they reached the consumer mainly through the retail confectionery stores in the larger cities of the country. It is claimed now, however, that in all sections of the U. S., in large cities and small, the white roasted and salted Pistachios identified as Zenobia are sold both in confectionery stores and vending machines. These nuts are not only a source of keen pleasure for the people eating them, but they are a boon to sales for every operator having them in his machines.

Zenobia makes no secret of having the finest roasting and salting process by which their Pistachios are deliciously prepared. During this preparation a pure white salt coating is applied to the shell of the nut which keeps the nut meat inside fresh and crisp. Thus the outward appearance of the nut is white and clean looking and presents a very strong appeal to the consumer. Not contented to rest there, the company installed expensive and elaborate equipment in their factory for sterilizing the Pistachios before shipment. Subjecting the nuts to this treatment causes them to stay sound in the warm weather and therefore makes them safe to handle during the summer months. Zenobia is the only Pistachio house taking this extra precaution and by so doing has established a precedent in serving the interest of its customers and safeguarding its products.

With Pistachio prepared to be almost spoil-proof it is small wonder that operators by the hundreds have put these nuts in their machines for summer selling. Of course, a major consideration to the operator is profit and here again Pistachios show up favorably. The particular grade used in vending machines is medium small in size and consequently runs a large quantity to the pound. Furthermore, and inquiry to the Zenobia office brings a reply stating the current low price with the added report that never before have such high grade Pistachios sold so low. These facts combine to allow the operator to obtain the nuts at a very nominal price, give generous portions which consumers today want, and earn a fine profit. And to these the steady sales and safe keeping factors of the nuts and one has all the reasons why Pistachios are going over so big.

If there is one thing more than anything else that Zenobia wants everyone to know it is that they refuse to handle anything but the very finest quality Pistachios grown. They attribute their success to this and also to their never-ceasing efforts to please their customers. Let others handle the inferior grades, they say, and stand the risk of dissatisfied customers and a losing business. The public always wants quality—the best quality—especially when it concerns something put into the stomach.

These nuts vend through almost every make of machine that vends small confections. Many high-class locations can be gained by offering Pistachios to their trade. Pistachios places you in the front ranks and classes you as an up-to-date operator of the highest standard.

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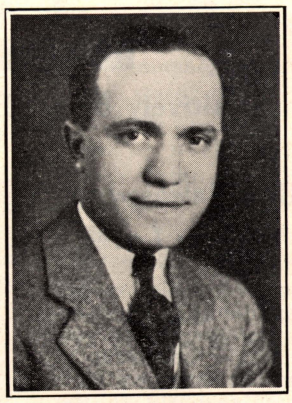
D. Robbins & Co. Open New York Branch



D. Robbins

In line with their policy to give service to operators, D. Robbins & Co., manufacturers and jobbers of Brooklyn, N. Y., have opened a branch at 313 East Thirteenth street, New York City. This branch will be in charge of Marty Rosen, a former operator who has had a number of years experience in the vending line and knows the requirements of operators. In addition to carrying a large stock of Empire Vendors, manufactured by D. Robbins & Co., the New York branch will also have on hand for immediate delivery all the latest amusement machines. All operators in and near New York are cordially invited to call at the New York branch and take full advantage of its facilities. A very useful complete card collection system, including a leatherette carrying case, will be given free as a souvenir with the first purchase at this new branch of D. Robbins & Co.

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THE NEW JOBBERS DEPARTMENT

With this issue we launch a jobbers special department in which we will carry small cards announcing reliable and dependable jobbers of America. The jobber is now a necessary link in the coin machine industry's chain. Deal with your nearest jobber and receive the service that is really due you. Study this department month in and month out and get acquainted with your jobber. For special consideration mention AUTOMATIC WORLD when you write the jobbers.

Dixie Specialty Co. Becomes Southwest Representative for Field Mfg. Corp.

ONE of the biggest happenings that became in evidence in the coin machine industry recently was that of the Dixie Specialty Company of Dallas, Texas, becoming the Southwestern factory representative for the Field Manufacturing Corp. of Peoria, Ill.

Neither of these firms need any introduction to the trade as both are known from coast to coast and have had dealings with operators all over America. If experience counts in serving operators it can certainly be had in the associating with these firms.

This is the first step taken by the Field Manufacturing Corp. in establishing representatives and a wise selection has been made concerning the Dallas firm. The Dixie Specialty Company, located in the heart of the great Southwest, no doubt can extend a service that will help every Southwestern operator toward making more money. Every new machine will be offered and prompt service will always be in evidence. Quicker shipments, quicker service and quicker information will be offered along with the very lowest prices for machines and products, quality considered.

Mr. Bogart, manager of the Dixie Specialty Company, requests all operators to send in their names and address so they will receive all the latest news on coin machines within 48 hours after it happens. There will be many new offerings coming up during the next few months and Dixie Specialty Company will be in a position to keep you posted on every movement, therefore your name is desired for their files.

Their new jackpot attachment for pin tables is a winner and the Dixie Specialty Company will equip your tables, for a reasonable charge, if you wish to ship your tables to them, or you may visit their place and they will gladly instruct you just how to install the jackpot attachments that are making plenty money.

Make their place your headquarters while in Dallas. They are located at 1308-10 Young street.

The Louisiana Tax Bill

An act to provide additional revenues for the state of Louisiana by imposing an annual graded excise-license tax for the privilege of engaging in the business of operating slot machines and slot locks; to provide for the manner of paying such tax, and collecting and enforcing the same; to provide that the proceeds from such tax will be paid into the general fund; to provide that if any clause, paragraph or section of this act is held by a competent court to be illegal, that the remaining portion of this act shall not be affected; and to repeal all laws or parts of laws inconsistent or in conflict herewith.

Section 1. Be it enacted by the Legislature of Louisiana that every person, firm, association of persons, company or corporation engaged in operating within this state any slot machine wherein is kept any article to be purchased or delivered by depositing any coin, token or thing of value and for which may be had any article of merchandise or any machine wherein may be seen any picture or heard any music by depositing therein any coin, token or thing of value, or any slot weighing machine, or any slot machine for making stencils, name-plates or markers by the use of machines operated by depositing any coin in the machine, token or thing of value, or any lock operated by depositing therein any coin, token, or thing of value, or any other machine, lock, device or apparatus operated by depositing any coin token or thing of value in a slot, shall apply for and procure from the Supervisor of Public Accounts a state license for the privilege of operating each and every such machine, and shall pay for such license or licenses, for each parish where such machine or machines are set up and operated the following tax:

Machines requiring a deposit of one cent, $10.00.

Machines requiring a deposit of more than one cent and not more than five cents, $20.00.

More than five cents and not more than ten cents, $30.00.

More than ten cents and not more than twenty cents, $40.00.

More than 20 cents, $50.00.

Section 2. This act and the tax herein levied shall not apply to slot machines owned and operated by any retail merchant in his own place of business for delivering merchandise of the retail value of the coin, token or other thing of value deposited, nor to slot machines from which drinking cups are delivered at not more than one cent per cup.

Section 3. The tax levied in this act shall be collected by the Supervisor of Public Accounts, and the proceeds therefrom shall be paid into the state treasury for the account of the general fund.

Sections 4, 5, 6 and 7 pertain to manner of collection, etc.

Section 8. That any person, firm, corporation or association of persons violating any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof shall pay a fine of not less than $100.00 nor more than $1,000.00 and be sentenced to serve not less than thirty days nor more than ninety days in the parish jail at the discretion of the court.

Section 9. All laws or parts of laws inconsistent or in conflict herewith are hereby repealed.

EDITOR'S NOTE—Anyone having a suggestion to offer that will assist the Louisiana boys in fighting this bill, please forward same, at once, to F. F. Dreibholz, care Associated Manufacturers Co., New Orleans, La.

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ILLINOIS LOCK COMPANY APPOINTS GUERNSEY-HEITKAMP

The Illinois Lock Company, Chicago, manufacturers of precision locks for coin machine and vending machine application, has placed its account with Guernsey-Heitkamp, Advertising Agency, 43 East Ohio street, Chicago.

If Jackpot Bells or Venders are operating in your City or County, write us immediately. We have 1000 machines to lease. Give complete information first letter as to kind of machines running, number of locations you can secure, your age, references, etc. Make good money with a route of machines.

THE VENDING MACHINE COMPANY
205-11 Franklin Street Fayetteville, N. C.

Swastika

JOYBALL

Swastika

GUARANTEED ABSOLUTELY TROUBLE PROOF!

OUT PULLS
OUT PLAYS
OUT PROFITS

Every other Game on the Market!

When we ran our first ad on Joyball a few weeks ago we did not ourselves know whether the game would be a money-maker or not.

Now we know from the hundreds of operators who are reordering every day that Joyball is the most sensational money maker of the day!

Size:
Width, 25 in.
Depth, 25 in.
Height, 36½ in.
Nickel or Penny Play

A beautiful machine. Cabinet of striped figured walnut. Playing board of selected curly maple. Triple dog coin chute. Front money drawer. Absolutely fool-proof mechanism. Rigid construction . . . But don't judge Joyball by appearances alone—the acid test—and only worth-while test—is HOW MUCH MONEY IT WILL MAKE FOR YOU!—and JOYBALL has already proved a record breaking money maker in hundreds of locations.

At a Remarkably Low Price

$18.50 COMPLETE WITH LEGS

5 to 10 Machines, $17.50
10 or More, $16.50
plus tax

Get in touch with your nearest jobber

If YOU want QUICK PROFITS WIRE for JOYBALLS NOW!

RICHARD MFG. CO.

WINOOSKI · VERMONT

AUTHORIZED JOBBERS

Charles E. Santos Sales Co.
Royal Bank Chambers
London, Ont., Can.

Owl Mint Machine Co.
245 Columbus Ave.
Boston, Mass.

Napoleon Trudell Amusements
98 Rose Street
Burlington, Vt.

X. L. Sales & Service Co.
306 Cranston St.
Providence, R. I.

Kramer & Landers Sales Co.
316 Ninth Street
Lakewood, N. J.

Supreme Vending Co.
557 Rogers Ave
Brooklyn, N. Y.
441 Elizabeth Ave.
Newark, N. J.
288-290 Sheridan Ave.
Albany, N. Y.
157 Springarden St.
Philadelphia, Pa.

AUTHORIZED JOBBERS

Oriole Coin Machine Co.
17 S. Charles St.
Baltimore, Md.

Coin Operated Machines Co.
217 W. 125th St.
New York City

The Vending Machine Co.
209 Franklin St.
Fayetteville ,N. C.

Rock-Ola Mfg. Co.
614 W. Jackson Blvd.
Chicago, Ill.

B. D. Lazar & Co.
1340 Forbes St.
Pittsburgh, Pa.

Frank B. Harl Writes from Los Angeles

GLAD to write to the AUTOMATIC WORLD and tell you how business, etc., is out here in Los Angeles.

I will say my machines have improved 20 per cent this month, on account of a big lot of sailors coming in; also summer tourists. There were 1,500 bankers and their wives here last week to attend a convention. Also the pin game operators took out a large number of their tables on account of the city putting $18.00 tax on each table, per year, and stopped them from giving prizes for high score. However, some are still giving the prizes regardless, although several have been fined. Most of the tables here are the 5c play, 10 shots for a nickel instead of five shots for 1 cent. I saw in the paper where there were over 11,000 pin tables operating in Los Angeles county and 3,500 in the business section of Los Angeles.

Frank M. Harl

J. H. Scott, who is a large operator, said his machines are doing pretty well. The Operators Vending Supply Company have moved to larger quarters at 1229 West First street, as the result of improvement in their business. They also operate about 600 machines of all kinds. I have not talked to other operators for some time and don't know just how their business is. I have been pretty busy putting out machines and painting all my machines a bright red and I have my route in good shape now, much better than ever before. I have 101 machines out on location. The operators' association has not had a meeting this year that I know about, and I don't know when they will meet again. The city has not put any tax on our peanut and gum machines yet and I have heard no more about it since last December. We are expecting good business here in Los Angeles during the Olympic games in July and August. A large crowd is expected here during that time.

It seems that everyone is anxious to see Los Angeles. The first thing visitors do is to make a rush out to Hollywood and Culver City to see the movie studios and see if they can see any of the stars, but they don't usually see them as they have stopped letting visitors into the studios.

I worked in the movies quite a lot when I first came out here. I was in some pictures with several big stars. I was in the "crowd pictures," "Ben Hur," Hey Rube," "Circus Kid," "The Palooka," "The Man Who Laughed Last," and two or three other pictures. I got skinned up pretty bad in the last two pictures, "Hey Rube," and "Circus Kid," but never got knocked down, but I floored some other guys. I don't like that sort of stuff.

If ever in Los Angeles come see me. I can always be found at Hotel Bixby, 433 Wall street.

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Some Good Sound Facts

By LOUIS H. ROSE

Editor's Note—Mr. Rose is the manager of Sicking Manufacturing Co., of 1922 Freeman avenue, Cincinnati, Ohio. He has headed his company since 1895, dealing in coin machines and supplies. We are glad to have this good letter from Mr. Rose. Having the experience that he has, we can not doubt his authority and must admit that what he says is to be given serious consideration.

The Automatic World,
120 St. Louis Avenue,
Fort Worth, Texas.
Gentlemen:

We are today in receipt of your form letter dated July 5th with reference to placing ad in your jobbers' directory.

We find here of late hundreds of operators who have found operating business unprofitable, and are, therefore, entering into the jobbers' field. These jobbers think that by selling a volume at a dollar profit is all that is required. They are not only hurting themselves, but are hurting others and are offering late model machines at ridiculous prices and the legitimate jobber is unable to compete with them. The only thing left to do is to stay away from advertising any product.

You mentioned the fact that the AUTOMATIC WORLD is the first journal to take up the battle, fighting for the jobbers. We find that the manufacturers will not adhere to the policy of selling the jobbers only. They will sell an operator at the same price as the jobber, and expect the jobber to advertise their product, display it and carry it in stock without any concession.

When a manufacturer will recognize a jobber and operator as two individuals, the coin machine business will then be in better standing.

This is a letter addressed to you and you can print this as an article if you wish. We are sorry that we cannot enter into the jobbers' column, but will ask you to please place the enclosed ad in the classified.

SICKING MFG. CO.
Louis H. Rose.

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Coin Machines Increase Record Sales

Lincoln, Neb. — Walt's Music House, 1215 C street, Lincoln, Neb., prides itself on the quality of merchandise sold. This house handles both the Victor and Mills auto-electric music machines. All locations must pay $20 the month or they will be discontinued. One of the big bets in Lincoln is the State University. That means many young folks who will dine where they dance. The smaller restaurants cannot afford an orchestra, but they will place an auto-electric music machine in the place of business.

The machines are carried on a percentage basis and the patrons pay for music as desired. That serves as a drawing card for the restaurant and at the same time increases the income in two ways. First is the percentage allowed by the machine dealer, and the very fact of having the machine in the dining room draws a larger patronage for the restaurant.

The fact that most of the patrons are university students serves to sell more records carrying good dance music. To satisfy this class of patrons those records must be changed much more frequently than in the ordinary locations. Walt's Music House has over 6,000 records on hand at all times and finds business steadily increasing both from record and machine sales.

More About Tax Laws

SOUTH CAROLINA

There is an annual license tax on vending machines for the privilege of operating in this state as follows:

On each automatic weighing machine, per annuam $2.00.

On each gum slot machine, per annum, $7.50.

On each coin slot automatic musical instrument, per annum, $15.00.

On each stamp machine for profit, $2.50.

All other kind of vending machines per annum, $7.50.

Vending machines for drinking cups do not come under this tax.

SOUTH DAKOTA

Taxing of vending machines comes under the general property tax and are taxed according to their true and actual value.

TENNESSEE

Page 51 1927 Revenue Bill of the State of Tennessee. "Nickel-in-the-slot machines, where the coin operates mechanical devices, such as music, piano, or musical instruments, phonographs, picture machines, and other devices of like character not operated in violation of criminal law, other than pay toilets, in counties of 50,000 inhabitants or over, each machine, per annum, $5.00. In counties of less than 50,000 inhabitants each machine per annum, $2.00.

Penny-in-the-slot machines, weighing machines, where coin operates mechanical devices, such as, music boxes, phonographs, picture machines, weighing and other devices of like character (not operated in violation of criminal law) each machine, per annum, in counties of 50,000 inhabitants or over, $2.00. In counties of from 30,000 to 50,000 inhabitants, each machine, per annum, $1.50. In counties of less than 30,000 inhabitants, each machine, per annum, $1.00.

Nickel-in-the-slot or penny-in-the-slot machines, dispensing merchandise, such as, chewing gum, candy, peanuts, or any other kind of merchandise and stamp vending machines vending postage stamps, and on which profit is made where the machines are owned, controlled or operated in public places, or places of business by a person, firm, or corporation, in counties of 50,000 inhabitants or over, each machine, per annum, $3.00. In counties of over 20,000 and less than 50,000 inhabitants, each machine, per annum, $2.00. In counties of less than 20,000 inhabitants, each machine, per annum, $1.50.

This shall not apply to merchants vending machines, in their own places of business, if included in and taxed in ad valorem and merchants privilege taxes."

TEXAS

Occupation Tax Law Section 31, Series 101 "From each owner or manager of every coin operated phonograph, electrical piano, electric battery, graphophone, weighing machine or other machines or instruments where a fee is charged, where such fee is five cents or more, an annual tax of five ($5.00) dollars." This is the State tax. There is also a county tax of $2.50.

Section 31 Series 102 "From each owner or manager of every such machine as mentioned or referred to herein where the fee charged is a penny, an annual occupation tax of one ($1.00) dollar, provided when an electric battery is used by a regularly authorized physician on a patient no tax shall be charged." There is also a County tax of 50c.

The cities of Texas can charge fifty per cent of the State license and practically all of them exercise their option.

UTAH

No tax on legal machines.

VERMONT

No tax on legal machines.

If the parties operating or selling vending machines in this state are incorporated, it would be necessary that they comply with the laws relative to foreign corporations transacting business in Vermont. If unincorporated and doing business under a firm name, the firm name should be registered in the office of the Commissioner of Taxes.

VIRGINIA

Section 198. Slot machines.—Any person, firm or corporation, having anywhere in the State of Virginia, a slot machine of any description, into which are dropped nickels or coins of larger denominations to dispose of chewing gum or other articles of merchandise or for the purpose of operating musical or other devices that operate on the nickel-in-the-slot principle, used for gain, except as a pay telephone, shall pay for every such slot machine or musical or other device, as the case may be, a state license tax of five dollars per year, except such vending machines as are used solely for the sale of agricultural products or cigars, on which shall be levied a state license tax of three dollars per year for each machine; except also weigh-

FREE PIN BOARD SLOT MACHINE
circulars. Lowest prices see these before buying.
POOL TABLES
$10.00 Each, one free with five.
One-half cash with order.
Balance C. O. D.
THE VENDING MACHINE COMPANY
205-11 Franklin Street
Fayetteville, N. C.

JACK-POT PIN TABLES

Our supreme effort in pin tables—a beautiful ,solid walnut table 15x30 inches, complete with turned legs, white rubber covered nails, triple-dog slug proof coin chute, whiffle type pin board—and CONCEALED jack-pot which automatically trips when hit. Jack-pot holds $10 in nickels with positive overflow. Every sixth coin enters jack-pot.

PRICES—SAMPLE, $45.00. LOTS OF FIVE, $42.50. LOTS OF TEN, $39.50

Jack-Pot Attachment for All Tables

Make your old game over into an automatic jack pot table. Fits absolutely any small or large table ever made. Every fifth coin enters jack-pot which automaticaly trips when hit. COMPLETE with triple dog coin chute. Nothing to buy—fits in a jiffy. Operator's Price: $15. Quantity prices on request.

HURRY—WRITE—WIRE—BE FIRST

Made By

THE FIELD MFG. CORP.
PEORIA, ILLINOIS

ing machines and machines used solely for the purpose of selling shoestrings, on which shall be levied a state license tax of two dollars per year for each machine; and except also automatic baggage or parcels of any character, on which there shall be levied a state license tax of twenty-five cents per year for each receptacle that is operated on the coin-in-the-slot principle; and on vending machines operated by the insertion of one cent there is hereby levied a state license tax of two dollars per year for each machine; provided, however, that nothing contained in this section shall be construed as permitting any such person, firm or corporation to keep, maintain, exhibit or operate any slot machine or other device, in the operation of which cigarettes are disposed of or in which the element of chance enters; and provided further, that this section shall not apply to any merchant, who has paid a merchant's license tax and who owns such a slot machine and simply uses same inside of his place of business for the purpose of making sale of his goods and merchandise, which goods and merchandise have been regularly purchased by said merchant; nor shall this section apply to slot machines that are used solely for the purpose of selling individual sanitary drinking cups or sanitary drinking cups and natural water at one cent.

Any person, firm or corporation having any such machine or other device and failing to procure a state license therefor, shall be subject to a fine of not less than twenty dollars nor more than fifty dollars for each offense, and such machine or other device shall become forfeited to the Commonwealth.

No commissioner of the revenue shall issue any license under this section unless and until the applicant states on oath that no element of chance enters into the operation of the machine for which the license is desired, nor unless and until such applicant shall exhibit to the commissioner of the revenue a certificate from the attorney for the Commonwealth of the county or city certifying that in the opinion of such attorney for the Commonwealth no element of chance enters into the operation of such machine.

This section, as amended, shall be in force on and after January first, nineteen hundred and thirty-one.

WASHINGTON

No state laws against the use of legal vending machines wherein there is no element of chance. There are some cities, however, in this state that have ordinances against their use.

WEST VIRGINIA

Straight vending machines giving up articles of merchandise for each deposit of equal value are lawful devices in this state. However, persons exhibiting and using commercial vending machines of lawful character are required to pay a state license tax for the privilege of doing so. Where the vending machine received one penny in the slot and gives up a penny's worth of merchandise, the state license tax is $2.00 per year. Where the machines receive in the slot five cents or more the state license tax is $5.00 per year per machine.

The clerk of the county court of each county will issue license certificates for each machine upon application. There is a fee of 50 cents for his services besides the tax. In addition to this tax, incorporated cities and towns may impose a like tax for municipal purposes.

WISCONSIN

There is no tax in this state on legal vending machines but they are assessed as of May 1st at their cash value just like any other real or personal property within the state. They are assessed to the person in charge or possession of them.

WYOMING

There are no laws regarding the taxation of vending machines.

NORTH DAKOTA

No State law forbidding the operation of a legal vending machine. Any vending machine which contains an element of chance incorporated in dispensing of its merchandise has been construed by this department to be a gambding device and all such are confiscated.

OHIO

No Tax.

OKLAHOMA

"Every machine or device operated in a public place in the sale or distribution of mints, chewing gum, candy and every slot machine, for the purpose of weighing or showing the weight of a human being, or other object, within the State of Oklahoma, shall be subject to, and liable for, the payment of a license tax of $10.00 per annum.

The license provided for in this Act shall be issued by the county clerk of the various counties and the receipt of the license tax defined in the foregoing section shall be paid into the general school fund in the county in which such machine or device is operated.

Any owner, lessee, agent or operator of any such machine or device, who shall offer or attempt to operate any such machine or device without first having secured a license therefor, shall be deemed guilty of a misdemeanor and upon conviction thereof, shall be fined not less than $26.00 nor more than $100.00; and all fines collected hereunder shall be placed to the credit of the Common School Fund."

OREGON

Vending machines are legal only when the person or persons patronizing the same actually receive merchandise to approximately the reasonable value of the amount paid therein.

"Section 2112. Nickel-in-the-Slot Machines, Use of, Unlawful. Any person or persons who shall conduct, maintain, or operate, either as owners or owners, proprietor or proprietors, lessee or lessees, employee or employees, agent or agents, or who shall play or use any nickel-in-the-slot machines or other devices of like character wherein there enters any element of chance, whether the same be played for money, checks, credits, or thing or representative of value, shall be guilty of a misdemeanor, and upon conviction shall be punished by a fine of not less than $10.00 nor more than $100.00, and in default of payment of the fine imposed shall be imprisoned in the county jail one day for each $2.00 thereof."

PENNSYLVANIA

No tax on legal vending machines. Nothing to prohibit their use.

RHODE ISLAND

No Tax.

(The End)

●

THAT TAX ON MACHINES

It's here—that 10 per cent tax on machines. However, most of the worry is passed to the manufacturer as he's the one to handle the tax payments to the government. Machines should be offered you at a certain price plus 10 per cent tax. All coin machines have a 10 per cent tax and if your machine is to cost you $10.00 you will owe an additional $1.00 for tax. Very simple and there should be no confusion over the matter.

EXTRA! **Announcement!** EXTRA!

Dixie Specialty Co., of Dallas, Texas are now Southwestern representatives for Field Mfg. Corp. of Peoria, Ill.

Dixie Specialty Company have moved into larger quarters and made proper expansion in order to handle the huge business now being done through their offices. This connection with one of the strongest firms in America, no doubt, makes Dixie Specialty Company the Southwest's largest distributor and jobber of coin machines and supplies. We invite all jobbers and operators to call, write or wire us for prices on machines and supplies. When in Dallas make our place your headquarters. We are here to assist operators in making more money. We present below some of the offerings we are now making. Read every word pertaining to these machines. Especially do we call your attention to our famous FIELD'S PROFIT-SHARER JACK-POT ATTACHMENT THAT FITS ALL PIN GAMES.

Field's Profit-Sharer Jack-Pot Attachment
Stale Games Immediately Become Big Profit-Makers

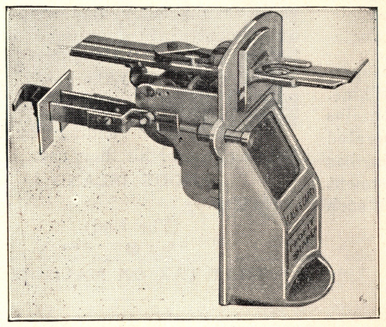
What is needed to keep your pin-game profits is a Cash Award. Machines equipped with the Field PROFIT-SHARER Jack-Pot play continuously. Games that have gone stale become BIG PAYERS!! They come back with a Bang! They lure single players as well as groups. Take your old Baffles, Whiffles, Ballyhoos and what-have-you and make them into a red-hot JACK-POT that will run competition ragged.

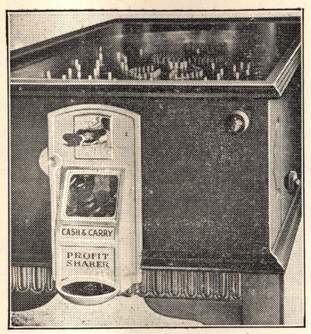
LEGAL PRACTICALLY EVERYWHERE

A game with this attachment gives the same amusement as before—and a share of the profits besides. Sames as a prize for skill in billiards, bowling, casting, shooting, etc. Very little objection in the worst blue-law territories.

CHEAT-PROOF—TILT-PROOF

IMPORTANT! The ball can only be placed in the "Profit Sharer" hole when machine is level on the floor in regular play. An exclusive feature. They can't tip or tilt the ball in the hole.





Operator's Price $9.50 Each

One coin out of every five goes into the "Profit-Sharer." When a ball rolls into any hole you designate as the winner, the magazine is opened by pushing a plunger, and the money drops out.

Can be installed on ANY machine, new or old, by anybody handy with tools. Installation is very simple—full directions with each attachment. All parts are highly polished aluminum and chromium plated steel. Lasts a life-time.

Money Back Guarantee—Try this attachment for 7 days. If not pleased, will refund your money.

Jobbers and Manufacturers making or servicing pin-games write for Franchise Proposition to instal Cash and Carry Profit-Sharers on Operators' pin-games in your locality.
Terms: One-third deposit with order, balance C.O.D. We reserve the right to ship from factory.

FIVE JACKS

The Famous New Style Five Jacks at a New Low Price

The Five Jacks is the real winner. It will produce for any operator in almost any location. Nothing can take away the play of our famous NEW Five Jacks.

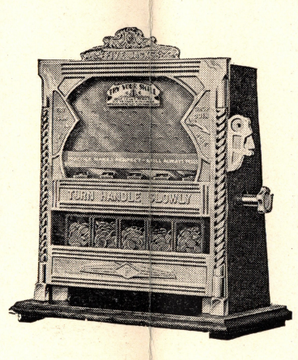
Fool-Proof

And the Jacks is fool-proof. It can't be tipped, tilted or juggled into a winner. Genuine Yale lock—oak cases with dove-tailed corners—all the latest features to defeat the cheater.

★ ★

Free Trial

Try it on location—you will say what others say—our 5 Jacks is the most profitable machine on the market.



SAMPLE

$25.00

Lots of 5 $22.50, Lots of 10 $20.00

How It Pays

About one-half of the coins go into the operator's and dealer's cash box in the back of the machine. Apparently all the coins go into the Jack-Pot. But each Jack-Pot overflows into the back compartment. And there is a secret overflow at the sides that swells the operator's and dealer's percentage. After a Jack-Pot fills up completely, 100 per cent of coins played go into the back because of a secret overflow on each pot. Not only a bigger profit booster for the operator but absolutely preventing any clogging and pyramiding of coins which might jam up in the Jack-Pots.

Players Come Back

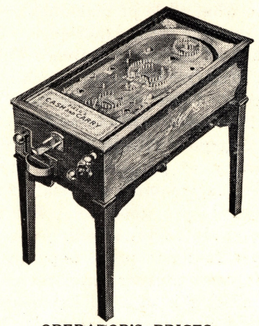
No wonder this machine is such a wow! Players are irresistably drawn by the full Jack-Pots—hundreds of coins are waiting to be won! And even when one Jack-Pot is won, there are four left to lure the player. They come back again and again for another chance. Dealers and operators chuckle over the percentage they find in the back compartment. A net earning of $20 a week is not at all exceptional with our 5 Jacks. Place your order today and share in prosperity.

Fields Cash and Carry Jack-Pot PIN TABLE

It's a Natural! A machine for the times. "Big Time" money once again. It's the fastest quick-cash money producer you ever saw. There never was a machine like this. A "cinch" for every location—everywhere.

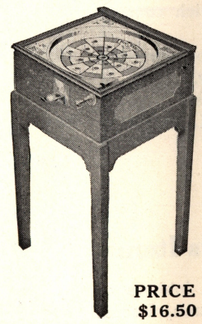
MECHANICAL DETAILS

Solid walnut case made for us by the foremost manufacturer of radio cabinets in America. Finished with seven coats of Duco. Whiffle type pin-board with white rubber covered nails. Triple dog coin chute that will not take slugs, wire, matches, toothpicks, etc. Size of case: 16 inches wide, 31½ inches long. Height from floor, 35 inches. Weight, boxed for shipment, 80 pounds. Made in 5c style only. Lift brings balls into playing level. Smooth, easy touch, durable plunger. Machine comes complete with legs, making a fine piece of furniture. No finer table made at any price and few to compare at even $100 or more. A real De Luxe job.



OPERATOR'S PRICES
Sample $45.00; lots of 5, $42.50; lots of 10, $39.90. All prices f.o.b. Peoria, Il. Terms: One-third deposit with order, baance C. O. D. No shipments without necessary deposit.
IMMEDIATE DELIVERIES

"BIG--SHOT"



PRICE $16.50

Money Maker

The BIG SHOT is sturdily built in a beautiful walnut cabinet that makes it an attractive piece of furniture in ANY location. The BIG SHOT is equipped with the very latest cheat-proof coin chute and a plunger actuated by the finest tempered music wire which will maintain its sensitiveness as well as its strength.

Buy a BIG SHOT today and give it a trial. You'll never buy anything else. If it isn't the greatest money maker you've ever had, then "Kaiser Wilhelm hasn't got a Dutch Uncle."

SIZE—18 by 18 Inches; 9 Inches High

DIXIE SPECIALTY COMPANY

1308-10 Young St. **Dallas, Texas**

Embryo Arcade Men

By FRED JEANNET

WHAT machines are the most popular in the arcade? This is a vital question confronting all beginners in this branch of the coin machine industry. To answer this question fairly, one must make a close study of human nature.

The instinct of the majority of individuals leans toward destruction. As far back as the world began it was the unwritten law of self-preservation, and this instinct will go on indefinitely. History is made up of wars, so how can there be a doubt as to what style of machines to buy?

I say this from experience. In my arcade at the present time I have no less than five different punching machines. These machines, as a rule, are kept busy. Of course I do not infer that your arcade be made up exclusively of punchers, but any machine that requires physical exertion I regard as a good bet. For feminine trade fortune telling machines I have found to prove popular.

Before entering into the arcade business, it is of vital importance to at first choose your location. If the arcade be at the beach, I would suggest that penny games prevail. Of course, in the nothern states where the summer season is short, an arcade should be made up of portable machines of a type that can be operated during the winter months. Variety is the spice of an arcade, and the present era is a godsend to the arcade man. Years ago your selection of amusement machines was limited, but today there are hundreds of coin machines of the amusement type that are of light weight and of flashy appearance. It is obvious that the arcade business is slowly being rejuvinated, but that does not mean that there is a pot of gold wherever you place your show.

Once more I will say that if you wish success in the arcade business you must be considerate of the following:

1. Your location.
2. Variety of machines.
3. Colorful decorations.
4. Athletic machines of all kinds.

Contrary to the opinion of old arcade men, I find that the arcade is not dependent upon picture machines and postcard machines.

The arcade should be as modern as the progress we are making in the manufacturing of all coin devices.

C. M. M. A. O. A. Had no Part in Recent Chicago Meeting

According to information received by AUTOMATIC WORLD direct from Lee S. Jones, president of the Coin Machine Manufacturers Association, the association had no part in the recent meeting between operators and manufacturers. We pre sent Mr. Jones' letter below and it speaks for itself.

Chicago, July 6, 1932.

The Automatic World,
120 St. Louis Ave.,
Fort Worth, Texas.

Dear Sirs:

In connection with the recent meeting between Chicago operators, and members of the Coin Machine Manufacturers Association of America, at which time local operating conditions were discussed, it should be clearly understood that the Coin Machine Manufacturers Association has no part in this matter, and that the Association merely called this meeting at the request of some of their members, who believed it advisable to meet with the operators and discuss the matter as manufacturers and operators together, but not as between the Coin Machine Manufacturers Association, and the operator.

In other words, the Coin Machine Manufacturers Association is national in scope, and while desiring to co-operate with operators wherever possible, it cannot, and will not, take sides in matters which concern the operators solely.

It is requested that you give this item the widest publicity.

Very truly yours,
COIN MACHINE MANUFACTURERS ASS'N,
Lee S. Jones, President.

●

Thumbnail News Items

L. Rogers & Son are jobbers of coin machines in San Juan, Puerto Rico.

* * *

Paulus Music Company of Manitowoc, Wis., are active operators of musical instruments of many kinds.

* * *

New salesrooms have been opened by the Genco, Inc., of Chicago, on North Ashland avenue.

* * *

We are indeed glad to learn that James Atkinson, the Chicago peanut king, is improving from his recent operation.

* * *

M. T. Daniels, the Jayhawker from Wichita, Kan., says: "A sharp tongue and a dull mind are usually found in the same head."

* * *

Nathaniel Leverone, that New Hampshire boy who made good in the city, broke out anew in June issue of Sales. A fine article by Lester B. Colby tells how Mr. Leverone, the Automatic Canteen man, slipped and fell into the coin machine business. June issue of Sales, page 290, if you care to read this fine article on a fine man.

* * *

Short Shavings—(with apologies to O. O. McIntyre)—New operators' association breaks up C. M. M. A. meeting in Chicago—Joe Huber had a vacation—J. F. McHenry, the field man for Wm. Cameron Co., of Texas—Johnnie Wilson, Fort Worth's oldest operator (in service, not in years), is a hail-fellow-well-met—Wonder how William Gent of Cleveland is getting along?—Not much word these days from B. Madorsky of Brooklyn—A real gentleman of the industry is L. L. Lane of Grand Rapids—$5,000.00 for a new name for a pin game—Look out, boys, lumber firms, unwise to the game, are just starting into the pin game business—Too many operators talk out of the corner of their mouth—A smooth dancer is A. E. Gebert—We are all still anxious to see the kid that can lick Micky McGuire and a new movie that is not like a dozen others we have seen.

●

F. T. HAWKINS MOVES

F. T. Hawkins, formerly an operator of Fort Worth, has moved his operating headquarters to Sulphur Springs, Texas.

●

OMAHA HAS AUTO ELECTRIC REFRIGERATION

Omaha.—The Union Outfitting Co. of Omaha, Neb., has introduced the coin electric refrigerator and finds ready sales to those desiring refrigeration but unable to make full payment at one time. In such cases the Union Outfitting Co. will install a refrigerator with coin meter attached. That meter takes quarters

only and 25 cents operates the refrigerator for twenty-four hours.

This is not a rental system, as $1.75 is credited on the purchase price each and every week. This has served to greatly increase sales of electric refrigerators in Omaha.

San Francisco Operators Organize; Destructive Tax Coming Up

WORD reaches us from our good friend, Louis E. Wolcher, of San Francisco, that the operators of his city were banding themselves together in an effort to fight a new tax that the Board of Supervisors of San Francisco are attempting to put over on the operators. This tax, if passed, will kill operating in this leading California city. Mr. Wolcher cries for quick action and requests that all California operators rally to the fight without delay.

Below we present the full message just as it came to the offices of the AUTOMATIC WORLD, from Mr. Wolcher.

"The Board of Supervisors of San Francisco threw a bombshell into the peace of mind of the operators of San Francisco when they passed the news around that they were contemplating a tax of $10.00 per quarter, or $40.00 per year on each and every coin operated machine in the city.

The larger operators immediately got together to see what they could do about it. They succeeded in postponing the enactment of this tax law until such time as the operators could get together to present full information and figures to prove that such a tax was prohibitive, and would automatically kill the business.

"The writer, Louis E. Wolcher, owner of the Advance Automatic Sales Co., of 1114 Buchanan street, San Francisco, has been appointed secretary of our association, and takes this means to ask all operators in this territory to get in touch with him at once for full information so that we can get together and present a united front in this matter which means life or death to the operators of this city.

"We further ask that other bodies of operators all over the country who have been faced with this problem, to write to the secretary at the above address, and advise him what steps were taken in their own respective cities so that we may have full information at hand as to how to go about it. Trusting that we shall get this information, and that the operators here, on reading this, shall get in touch with me at once, so that we can beat this tax.

(Signed) LOUIS WOLCHER.

●

TEXAS OPERATORS HOLD MEETING

Members of the Texas Coin Machine Operators Association held a meeting Saturday evening July 16th. The tax situation was discussed and the association's attorney Mr. Duvall, reviewed the court activities regarding the cases.

Mr. Duvall pointed out that he had all good reasons to believe that the tax would finally be defeated and struck from the statue books. In the event the case can't be won in the final courts of Texas, it will be carried to the United States Supreme court.

There were operators from Dallas, San Angelo, San Antonio, Waco and other Texas cities, in attendance at the meeting.

●

ZENOBIA BUYS FRONT PAGE SPACE

Zenobia Company, Inc., the World's largest importers and roasters of Pistachio nuts and who have been constant display advertisers in AUTOMATIC WORLD for almost a year, have contracted for the front page space of AUTOMATIC WORLD for the next few months. Their message to operators, regarding these money making nuts, will appear in this space each issue and operators all over America are requested to try a sample order and be convinced as to the possibilities of this sensational product that the general public has gone wild about.

●

"Young man, do you think you can support my daughter on forty dollars a week?"

"I'm willing to try, sir—if that's the best you can do."

●

First Chorus Girl (quarreling in dressing room): "Not only that, but you get uglier every day!"

Second Ditto: "Another thing that I can do and you can't."

Subscription Offer

We are continuing our special subscription offer of 15 months for $1.00, until August 20th. After that date our regular rate of $1.00 the year will be in effect. In order to receive this special offer, clip this coupon and mail to us today with $1.00, check, dollar bill, silver, or stamps. Mail to

AUTOMATIC WORLD
120 St. Louis Avenue
FORT WORTH, TEXAS

Name .....

P. O. Box or Street.....

City ..... State .....

( )Operator ( )Jobber ( )Manufacturer ( ) Distributor

Out of the Mail Bag

NOTE—We only run letters in this department that speak a good word for our magazine. We see no use of "chucking" all the mail over to the linotype operator and taking up space and our readers' time. We never publish letters that have been solicited.

Automatic World Just What the Trade Needs

Automatic World,
Fort Worth, Texas.

I am placing one dollar bill in with this letter, for which send me your journal, starting with the July issue. Several weeks ago while I was in ———, Texas, I saw your magazine for the first time. I think that it is just what the trade needs.

BYRON GARDENR (Tex.)

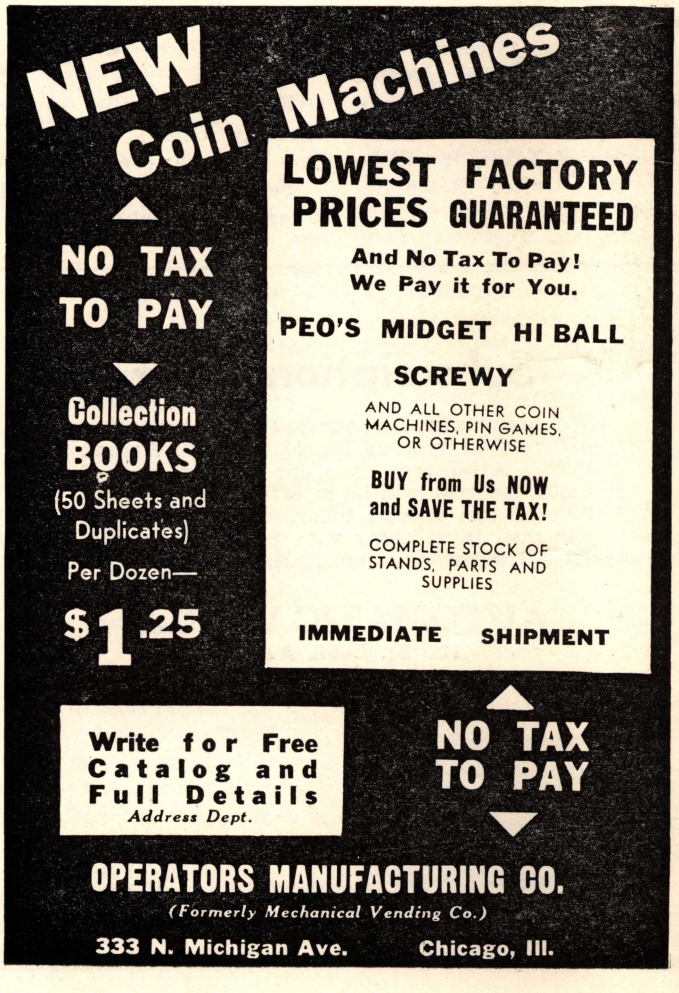
* * *

Automatic World Is Newsy Paper

Automatic World,
Fort Worth, Texas.

I have always considered your magazine a dandy little newsy magazine and really of a great need to us all.

M. R. FELTON (Cal.)


NEW Coin Machines
NO TAX TO PAY
Collection BOOKS
(50 Sheets and Duplicates)
Per Dozen—
$1.25
LOWEST FACTORY PRICES GUARANTEED
And No Tax To Pay! We Pay it for You.
PEO'S MIDGET HI BALL
SCREWY
AND ALL OTHER COIN MACHINES, PIN GAMES, OR OTHERWISE
BUY from Us NOW and SAVE THE TAX!
COMPLETE STOCK OF STANDS, PARTS AND SUPPLIES
IMMEDIATE SHIPMENT
Write for Free Catalog and Full Details
Address Dept.
NO TAX TO PAY
OPERATORS MANUFACTURING CO.
(Formerly Mechanical Vending Co.)
333 N. Michigan Ave. Chicago, Ill.

Read Sample Copy Until He Wore it Out

Automatic World,
Fort Worth, Texas.

Your letter of May 19th, last, acknowledging receipt of my subscription check for AUTOMATIC WORLD. After my first correspondence you sent me a sample copy of the April issue, but I have not received May or June issues.

As I have read the sample copy through so many times that it is nearly worn out, I'm dying to get hold of the above mentioned copies. Please do what you can to relieve this distressing situation.

BEN HOGAN (Mo.)

* * *

Likes Articles and Co-operation

Automatic World,
Fort Worth, Texas.

I want to thank you for the courtesy that you have extended to me in your magazine on page 41, May issue. I believe it is a very fine article and a true one. I will appreciate it if you will submit me about five copies of the May issue, if you please.

I am taking the liberty of writing you in person as I don't have much of a chance to write while on the road. Again I wish to thank you for past and future favors. Please address to 167 Canal street, New York City.

JAMES CANTE,
W.J.C. Vending Co., New York.
(Written from Philadelphia).

* * *

Says Automatic World Better than Other Publications. Wants to See $100 Tax Per Operator Put Into Effect

Automatic World,
Fort Worth, Texas.
Gentlemen:

Enclose find $1.00 for one year's subscription to your magazine. Have been intending to send this in for several months but just put it off. A friend of mine handed me your Anniversary issue the other day and I couldn't put off subscribing any longer. Say, it was plenty good. I take two other operators' magazines and I AM NOT FLATTERING YOU A BIT WHEN I SAY YOURS IS BETTER THAN BOTH OF THEM FOR READING MATTER.

Did you notice what the boys in Iowa are doing? See article on page ——, in last month's issue. They are working on something that will really be a help to them if they get

this $100.00 tax on all operators. I believe that to be the only salvation for operators. I can't see the disadvantage to it. Anyone that is in this business and expects to make a living or any money will have to operate at least fifty machines and 25 per cent of them 5-cent machines. If we pay the present Texas tax of $1.50 on penny machines and $7.50 on nickel machines and then the city tax we are going to be out over $100.00. This tax we are now paying is not worth a d—— to us. The $100.00 tax will help us in this way: by stopping location owners from buying their own machines. It will stop these boys from believing they can buy two or five machines and go out and get rich with them, and it would be a favor to them if they were stopped for nine out of ten lose what little money they have saved up.

The ———— thinks the Iowa boys are making a mistake. I think they take this stand for fear they will hurt some of these greedy amusement machine builders' feeling—firms that have been working overtime mailing their circulars to all the stores in the country and selling to our best locations, and also getting these poor kids, that happen to have enough saved up to buy a couple machines, by their high powering them into believing they can get rich by buying five of their machines.

Maybe I am all "wet" on this $100.00 tax. I am just a country boy trying to make a little money operating and I realize I have a lot to learn.

I would like to see you give this subject a few inches of space in your reliable magazine and see what the other fellows have to say about it.

FRANK R. FOSTER (Tex.)

●

A. P. Sauve Company Enjoys Growing Business

A. P. Sauve Company, of 2998 Grand River avenue, Detroit, Mich., are live-wire distributors of Detroit. This reliable firm has enjoyed a business growth right in the midst of the depression and are doing good business throughout their territory.

According to A. P. Sauve's own statements we garner some valuable information:

"We have been in the operating (slots) game for a good many years. During all this time our experiences with jobbers has been anything but pleasant. Last January when the pin game business started to go ahead so successfully, we decided that Detroit and the state of Michigan was open for a live, up-to-the-minute jobbing organization, and we started in, rolled up our sleeves and went after every operator in the state. I am conservative when I say we have been successful and business has exceeded our expectations, and we are enjoying a successful business.

"We are well established amongst the operators in the state, have fourteen men working twelve to fifteen hours each day, and are leaving no stone unturned to be of service to the operators, large and small."

It is certainly refreshing to see live-wire firms going ahead during these so-called hard times and expanding their business and making some money like the above firm. The A. P. Sauve Company request all operators to get in touch with them for prompt service in every way.

"Goin' Fishin' for Prices?"

or

are you interested in FAST DELIVERY, REAL CO-OPERATION, BETTER SERVICE

and

PRICES that are RIGHT

on all the latest games and many used machines?

Write for Our New Price List—Just Out!

Ace	Oh Yeah	Rainbo
Skill Shot	Hooperdoo	Ballyround
Treasure Island	Home Run	(with legs)
Whizz Bang	Skidoo	See Saw
Master Play Boy	O. K.	Diamon Dick
Midget Hi-Ball	Five Star Final	Cyclone
	Joy Ball (with legs)	Kue Ball

EVERY MACHINE LISTED READY FOR DELIVERY

WRITE IN NOW!

Amusement Coin Machine Co.

62 Kingston Ave. Brooklyn, N. Y.

Is the Manufacturer Playing Fair with the Operator?

By H. F. REVES

SOME manufacturers of coin machines are not treating their best customers, the operators, with the consideration which is business courtesy in any other industry, from indications picked up from sundry operators. The principal fault lies in the efforts of manufacturers to undersell their own operators.

In any business there is a division of functions: there are firms that manufacture the machines, and other companies and individuals who operate them—and then, there are the location owners who just let them be placed in their stores or other property. The type of manufacturer referred to is making a misguided attempt to "cut out the middleman" by going direct to the location owner. He is led, of course, by the desire to increase his profit by the sale of a new machine.

This system works with an already established location. The manufacturer secures this from the operator, and then will write directly to the location owner, offering to sell him the machine—or a new one like it rather, for a good figure. The owner is tempted to buy on the idea that he can get a better profit from the whole "take," without splitting a percentage to the operator. This is of course dubious, as the experienced operator can show him, but the average location owner just sees the pennies and nickels being taken out of his machines, and readily figures that he might better make that additional percentage. He is fruit ripe for plucking by the unscrupulous manufacturer.

The result is that the manufacturer sells him a new machine. The operator is told to take his machine out, and loses a good location, even if he can place it elsewhere. He certainly loses some profit. His goodwill for the manufacturer is naturally the first casualty of the conflict. The location owner in the end will find the machine going stale, and will not be able to switch it as would the operator with many locations between which to move various types of venders. In the end, the location owner with his new machine stands to lose money.

Who profits? Well, the manufacturer has sold an extra machine. His only loss is the goodwill of the operator who has been his steady customer. He has preferred an immediate and unjustified profit to the surer long time business building method of "sticking to his last."

●

Out Fishin'

A feller isn't mean,
Out fishin';

His thoughts are mostly good and clean,
Out fishin';

He doesn't knock his fellow-men,
Or harbour any grudges then;
A fellow's at his finest, when
Out fishin'.

The rich are comrades to the poor,
Out fishing';

All brothers of a common lure,
Out fishin';

The urchin with the pin an' string
Can chum with millionaire an' king,
Out fishin'.

A feller's glad to have a friend,
Out fishin';

A helpin' hand he'll always lend,
Out fishin';

The brotherhood of rod an' line
An' sky and steam is always fine;
Men come real close to God's design,
Out fishin'.

A feller isn't plottin' schemes
Out fishin';

He's only busy with his dreams,
Out fishin';

His livery's a coat of tan;
His creed: To do the best he can;
A feller's always mostly man,
Out fishin'.

IS IT THE PLAYER, OR THE LOCATION?

By F. A. HOFFMANN

NOW often have you placed your machines in locations that had every appearance of being a good spot, and then have it turn out to be anything but good. Have you ever tried to analyze the situation, to figure out just why your returns were not up to your expectations?

Will admit experience is a mighty good teacher, but does the experience actually teach us a lesson? In order to profit by experience, we must apply ourselves to each task, and in practically every case, we can learn something of value. This will hold true in the operating business as well as any other business.

When you invest your money in machines, you do so with one idea in mind, and that is, to add to your income. Each and every machine you purchase, you figure should give you a satisfactory income? Man, there is only one answer to this question. Read on.

How many operators give any thought to the fact that if there are no players willing to play machines, that there can be no income or profit. It is the player of the machine that makes it possible for the operator to realize a return on his investment. Therefore, is it not the logical thing, to give more consideration to the player, rather than the location itself? How often have you heard players remark that a machine in such and such a place pays off frequently, and that the player wouldn't play Jones' machine because Smith's machine paid more often. And isn't it true that a person will play a machine that does pay of frequently. He may go away occasionally when he's ahead, but he always comes back for more.

Machines that are very tight in payoff will pay now and then, but not enough to hold a player. It is only human nature for a player to want to get something for his money and why not give it to him. You will be the gainer anyway.

Therefore, if just operating machines in spots does not pay fair dividends, try placing machines that are more liberal in payoff. Give the players a break. After all, he furnishes you with your "bread and butter." Think it over. Are you a smart machine operator, or just another operator?—O. D. Jennings Tips and Topics.

Missouri Farmer Makes Good as Coin Machine Operator

By J. EDW. TUFFT

J. H. L., for more than half a lifetime a Missouri farmer, by applying the same hard commonsense to his present business that he applied to raising corn and hogs at Duncans Crossroads, during the past year, in spite of quiet business conditions, has made good as an operator of coin machines in the metropolis of Los Angeles.

"There is no difference," says Mr. L., "in the two jobs fundamentally. The first thing is to study the conditions under which you are conducting business and eliminate the 'bugs.' On the farm we did not look for big wealth in a short span of time, but clung to the lines that in the working of the law of averages paid out over a reasonably long period of time. That is the way I conduct my coin machine business."

Mr. L. had forty-one amusement machines located on June 15 and every one was paying fair dividends.

"In drug stores I soon saw that the machines should not be too close to the front," says this operator, "for in suburban areas the drug store is a loafing place and a group of friends is much more apt to gather around a machine for a little fun if it is not too close to the entrance where they will feel they are in the way. On the other hand if it is too far back it gets out of the way of traffic and fails in its purpose. Groups of two, three and four make up the bulk of my patronage and conditions for the gathering of such groups are essential to money making.

"In a cafe I place the machine as near the door as possible for groups gathering in the average cafe feel in the way. The machine in a cafe is played by the visitor as he comes in or as he goes out. Also, there is the fellow waiting for a place to eat. He is apt to be close to the front of the cafe. The machine must be placed where he can amuse himself while waiting. Half of the nickels come from those who are waiting to eat and the other half comes from those who play the machine incidentally as they are coming in or going out. I simply hung around various cafes of the smaller type and learned this fact. The law of averages is involved and I do not buck the law of averages.

"The rule for sweet shops is much the same as the rule for cafes. In fact most of these have a refreshment counter and while there usually are very few waiting to be served yet the machine must be near the door to catch the people when they come in and when they go out. Groups of friends do not gather in the average sweet shop.

Keep Down Investment

"Too few operators realize the necessity of keeping down the amount of original investment. Control of this factor is as important as it is in any well organized business. I do not let salesmen talk me into placing too great a variety of machines. I think five different types cover my needs very nicely. This number allows me a chance to shift them around at regular intervales and every shift means a revival of business. When the 'peak' is passed I shift them around.

Week Is Basis

"The week is the basis of my computations. I operate like a laundry does in that respect. A machine costing fifty dollars must yield me five dollars a week net. If it does not it is badly located. I can well imagine that thinking in terms of days would be at times discouraging, just as the farmer who thinks in terms of one-year cycles instead of in terms of ten-year cycles is sure to meet with bad mental discouragements.

Selecting and Handling Location Owners

"I have sized up the location individually before placing a machine. The location is not everything, the owner of the location is something. When I used to lease land from other land owners the quality of the soil and location of the land was not everything; I chose land owners with whom I could have pleasant business relations as well as good crops. I knew of one man with good land in good locations, but it was impossible for the person leasing the land to get by for long without costly litigation that killed the profits, and also there was always that lack of co-operation that also killed profits. Every machine that I have placed is placed in a business house where the proprietor and myself can work nicely together.

Avoid Being Small

"One thing that I am particular about is avoiding all signs of being small. In dividing the money I make sure from the first that the proprietor gets the odd cents, and I always take time for a chat and a bit of refreshments. I have one or two where it is better policy to be more 'official,' but the mill-run of the boys like the friendly human, non-rush attitude. I do not want any proprietor to think that I have merely come to collect and not to pass the time of day. My long years of chummy associations with my farmer neighbors gave me a friendly attitude of mind and I could not be 'official' if I wanted to. This is primarily an asset.

No Delegated Authority

"I make all my calls myself, and delegate authority to no one. This is the type of business where a hired person would be tempted to loaf too much, I think, and I have made it a personal business from one end to the other. On the Missouri farm I had no foreman or boss employed but kept up always my personal contacts with my men. I noticed that things always went along better when I was on the job myself. Here I feel the same way.

No Get Rich Quick Plan

"I have no get-rich-quick plans as too many operators have. There is no more reason for expecting sudden wealth in this game than there is for expecting it in raising Duroc-Jersey hogs. It is a matter of slow development, careful supervision, conservative investment, friendly relationships with business associates, attention to details, and hard work. It is just like successful farming."

●

"Dad, what is influence?"

"Influence, my son, is a thing you think you have until you try to use it."

Denver News Letter

By L. S. FLINT

The coin machine business in Denver and the surrounding territory seems to be holding up well considering economic conditions. About an average number of new machines were placed by operators during June and the early days of July and old locations yielded an average return.

The tourist season is well under way and it is thought that coin machines will be well patronized by visitors. Transportation companies predict that due to low rates there will be a record influx of tourists during the balance of the summer season. It is thought that Colorado will be unusually well off in this respect because many people who have formerly journeyed to more distant points for their vacations will economize by visiting the centrally located Rocky Mountain region.

Legislation which earlier in the year threatened to throttle the mint vending machine industry in Denver has not had any appreciable effect. At the present time city and county law enforcement departments are not molesting machines as long as the slugs dispensed are not given a value in exchange for merchandise.

Denver amusement park and arcade operators report trade just about holding its own. The penny machines are doing the greatest amount of business.

Operators in practically all counties in Colorado except Denver aren't having any difficulties operating. In a majority of counties no attempt is being made to prevent the exchange of slugs for merchandise, distributors report. Outside of Denver it is the nickel mint vending machines which are most popular.

The coin machine business has practically a free rein in many districts of Wyoming. In Laramie virtually no opposition has been met.

Denver Operator Wounded

J. W. Hunter, owner of the Wonderland Penny Arcade in Denver, was accidentally wounded by a Phillipino youth early in June. The Phillipino and a companion had been shooting in the gallery operated in conjunction with the arcade and he accidentally discharged a gun, shooting Hunter through the chest. The copper jacketed bullet punctured the lung, barely missing the heart, and lodged in Hunter's back. The wound did not prove dangerous and Hunter is back on the job.

●

KANSAS INJUNCTION REVERSED

The U. S. Circuit Court of Appeals reversed the ruling of District Judge John C. Pollock which allowed an injunction to the coin machine company against those who would prosecute.

A certain Chicago firm had secured the above injunction, but it is now set aside and County Attorney George Adams says all unlawful coin machines will be seized.—Wichita Eagle.

SOME HELPER, WE BET

Mr. Duvall, of the Eastern Kentucky Vending Machine Exchange, Pikeville, Ky., says that he has two great helpers. One is his little girl about four years old, and a son 20 months of age. Mr. Duvall says the children are doomed to be "chene" operators as they certainly like to take them to pieces. At any rate this Kentucky man has something to operate for. A fine girl and boy, like he has, will push any operator to success.

●

A New California Reader

Chas. E. Jones of Los Angeles comes in with his subscription while visiting in the Crescent City of Louisiana. Al Gustafson had something to do with this and we are glad, indeed, that real fellows like Al are willing to "boost" for our journal. Mr. Gustafson says that Jones is one of the largest operators on the Pacific Coast, but after visiting him in New Orleans, he had to put Jones on the train and head him out for the Coast. We are certainly glad to have Mr. Jones with us as a regular reader.

●

BOBBY PIN VENDER WANTED

AUTOMATIC WORLD wants the address of any firm that has a bobby pin vender to offer. Bobby pins are vended 30 in a small container. If you have or know where such a machine can be secured, please advise us at once.

●

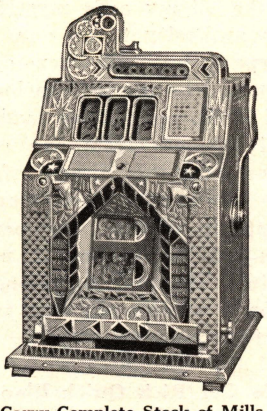
THE SILVER KING TWINS

The Silver King Twins, a double game table being offered by the Texas Novelty Company, is another winner for operators.

Two games for 5c seems to be very much in demand now, and spots are demanding this style of game. The Silver King Twins can't be beat for construction, mechanism and appearance. Everything that could be used to create a real winner went into the building of this double game table. See their ad in this issue, study the merits of the Silver King Twins, then get in touch with the Texas Novelty Company at Beaumont, Texas, quick.

BARGAINS

Complete Stock New and Used Machines



We Carry Complete Stock of Mills, Jennings and Caille Machines, From $12.50 Up. Write Us Your Wants.

Mints—Checks—Stands—Salesboards
We Carry Largest Stock in Texas

Texas Coin Machine Co.
1712 Eighth Ave. Phone 4-1977
FORT WORTH, TEXAS

MILLS MACHINES MAKE MORE MONEY

We have both new and used. Write for prices.

THE VENDING MACHINE CO.
205-11 Franklin Street
Fayetteville, N. C.

Jobbers

Reliable Coin Machine Jobbers of America

The Jobber is the necessary link in the coin machine industry's chain. Patronize your nearest jobber. Get acquainted with him, he can render you assistance that will spell success for your operating business.

BIRMINGHAM, ALA.
Birmingham Vending Company
P. O. Box 2005
Buy From Us—Save Freight

BOSTON, MASS.
Trimount Coin Machine Co.
1254 Washington Street
A Complete Display of All Types of Machines.
Supplies, Parts and Repair Service

BROOKLYN, NEW YORK
D. Robbins & Company
1141 DeKalb Avenue
Latest Machines—Lowest Prices

BROOKLYN, N. Y.
Supreme Vending Co.
557 Rogers Avenue
Coin Machines and Supplies
Get on our list for all information on New Machines

CINCINNATI, OHIO
Ohio Specialty Company
205 East Seventh Street
Specializing in Ohio, Indiana, Kentucky

DETROIT, MICH.
A. P. Sauve Company
2998 Grand River Avenue
Coin Machines—Winners Only

DETROIT, MICH.
Lemke Specialty Co.
6634 Gratiot Avenue
Coin Machines Sold at Factory Prices

LOS ANGELES, CAL.
Western Vending Machine Co.
1302 West Tenth Street
Southern California Distributors

LOUISVILLE, KY.
Louisville Rubber Sundries
551 South Second Street
Texide, Latex, Prophylactics
Complete Line of Rubber Goods

MINNEAPOLIS, MINN.
E. T. Barron & Company
19 East Lake Street
Wholesale Vending Machs. & Novelties

A MESSAGE TO PHILADELPHIA OPERATORS

At a special meeting of the Executive Board of the Philadelphia Coin Machine Operators Association held on July 19, 1932, it was decided to inaugurate an intensive drive to increase the membership of the local operators' association. For a limited time only the initiation or entrance fee has been reduced from $50.00 to $12.50. All operators of coin-controlled machines in this territory are urged to join now and participate with us in our business building activities. We have a strong and active organization with a very healthy treasury and it is not for lack of funds that we are initiating this drive. On the contrary, we are expending a considerable amount of money in the very near future on a grand picnic to be held at Atlantic City, on or about August 11. All new applicants for membership are invited to come along with us and spend a glorious day at the seashore.

Come on, you operators doing business in Philadelphia, you know what this live-wire organization has done for the betterment of the operating business in this city. We have only just begun, join us. The special initiation fee of $12.50 is only temporary and subject to recall at the discretion of the Executive Board. Applicants for membership will please write to Jack Brandt, our secretary, 1810 North Seventh Street, Philadelphia.

HARRY BLOCK.

●

FOR-TEX SALES AND MFG. CO. HANDLES THE STEVO JACK

This Fort Worth firm are jobbers for the famous A. J. Stephens jackpot pin game, made in Kansas City. See their ad in this issue.

MEMPHIS, TENN.
AUTOMATIC AMUSEMENT CO.
683 Linden Avenue
OFFERING
Immediate shipments on all worthwhile coin-operated machines to Southern operators at factory prices delivered your city from warehouse stocks near you. Terms 1-3 cash, ablance C. O. D.

NEW YORK CITY
W. J. C. Vending Company
167 Canal Street
Largest Eastern Distributor

NEW YORK CITY, N. Y.
Novix Specialty Company
1189 Broadway
Reliable Service—Established 30 Years

NORTH LITTLE ROCK, ARK.
Crown Supply Company
Washington at Olive Streets
Mfr's. Representatives and Distributors

NEW YORK CITY, N. Y.
D. Robbins & Company
313 East Thirteenth Street
Latest Machines—Lowest Prices

NASHVILLE, TENN.
H. G. Payne Company
203 Church Street
Salesboards and Amusement Machines

PITTSBURGH, PA.
B. D. Lazar Company
1340 Forbes Street
All Types of Coin Machines

PHILADELPHIA, PA.
Meyer Wolf
1212-14 South Fifth Street
Latest Operators and Arcade Machines

ROCHESTER, N. Y.
Rochester Coin Machine Company
416 Joseph Avenue
Jerome Kertman, N. Y. State Dist.

SAN FRANCISCO,, CAL.
Advance Automatic Sales Co.
1114 Buchanan Street
Western Delivery at Eastern Prices

ST. LOUIS, MO
Besser Novelty Company
3979 Delmar Boulevard
Most Centrally Located Jobbers

BUYERS GUIDE

ADVANCE VENDING MACHINES

More Than 100 Models
Send for 1932 Catalogue

Advance Machine Co.
4641-47 Ravenswood Ave.
CHICAGO, ILL.

INTERNATIONAL
Mutoscope Reel Co., Inc.
449 W. 31st St.
New York, N. Y.

TRADE MUTOSCOPE MARK
WORLD FAMOUS SINCE 1895

"Penny Arcade Headquarters"

Complete Line of Best Money Making Amusement Machines

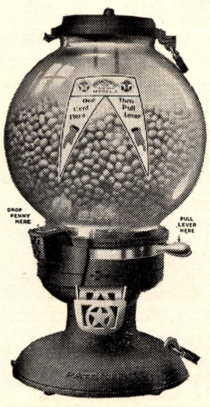
Peanut and Ball Gum
Ace High, Hit-the-Deck, Ballyhoo Favorite, Skiddo, Ballyround, at bargain prices. Novix Specialties, 1189 Broadway, New York.

Flatbush Gum Co., Inc.
Bush Terminal No. 2
BROOKLYN, N. Y.

Ball Gum, Stick Gum, Vending Machine Confections, Etc.

BALL GUM
ALL SIZES FLAVOR THRU and THRU PERFECTLY ROUND
Watta Polish
Protective Packing
AMERICAN CHEWING
128 Mt. Pleasant
NEWARK N.J.

PETER PAUL'S 5¢ MOUNDS
For samples and prices of this fast selling Chocolate Cocoanut Bar write:
PETER PAUL, Inc.
81 New Haven Road
Naugatuck, Conn.



WE CARRY IN STOCK

Pulver Gum, Chicle Maid 3-4 inch Ball Gum, Five Star Ball Gum, Superior Mints, Marbles, Peanuts, roasted after order is received—this guarantees you fresh peanuts, roasted in Nucoline and powdered or fine salt. Columbus Machines and parts, Pulver Machines and parts. Accurate Cigarette Machines. Write us for prices. Prompt delivery.

F. C. EWING COMPANY
WE ARE NOT OPERATORS BUT DISTRIBUTORS OF
Coin Operated Merchandising Machines
116 E. 15th St. P. O. Box 832—Phone 2-5288 Fort Worth, Texas

CLASSIFIED
(Too Late to Classify)

WANTED—Will swap 50 Peo Hi-Balls, perfect condition, for Whiffles, Majestics, Star Finals; 5c play, or what have you? Al-Gee Corp., First Ave., N.E., Miami, Fla.

FOR SALE—3 Pace 10c full jackpots, $40.00 each; one Jennings 25c reserve jackpot, like new, $45.00; 1 Watling 5c jackpot, $30.00; 1 Baffle Ball, $5.00; 1 Play Boy, $5.00; 1 Duces Wild, $5.00; 1 Hi-Lo Jr., $10.00—all 5c slot. Claude Clark, Columbus, Ind.

FOR SALE—25 DuGrenier selective type candy bar machines, $15.00 eac.; 20 stands, $3.00 ea.; the lot $400.00. Twenty-five 6-colum Rowe cigarette machines, $40.00 each. Six outside wall type Blue Bird ball gum machines, $4.00 each, lot $20.00. One Mills peanut machine, $4.00. Ten Wiggle Boards with stands, $10.00 each, lot $75.00. One new Northwestern stamp machine, $15.00. One new Northwestern 5c package gum machine, $7.50. One new 5c 3-column Jennings mint dispenser, $7.50. Two used penny counting scales, $5.00 each. Ten iron stands 14 inches wide, 21 inches long, 31 inches high, $1.50 each, lot $12.50. Six Fields Baby Jacks, $8.00 each. One 3-jack, $8.00. One Keyless Lock Co. cigar vender, $7.50; new. F.O.B. Fort Worth, Texas. One-half cash with order, balance C. 0. D. F. C. Ewing Company, Box 832, Fort Worth, Texas.

Important

A circular entitled "Now Is the Time to Vote," was distributed among the industry by Automatic Age. We need about TEN of these circulars and will pay $1.00 each for the FIRST TEN that reach us. You must sign your name and if possible, though not absolutely necessary, send the wrapper or envelope that contained the circular when it reached you. We will mail you your dollar same day the circular is received.

AUTOMATIC WORLD
120 St. Louis Avenue,
Fort Worth, Texas.

THE GUARANTEED TROUBLE-PROOF MACHINE

(Continued from Page 7)

bination lift plunger is what has killed nearly every machine of this type. The lift plunger on Joyball is proven perfect, it always works.

The coin slot has a triple tumbler dog arrangement and is one of the best known in the industry. The cash box is conveniently located right in the front part of the machine and so well constructed that it cannot be opened by a cracksman. It is so easily serviced that a complete servicing operation should not take more than a few moments.

There never yet has been a machine of this type which could be boldly lifted overhead and the coins and balls tumbled over and then replaced on the floor and have it work perfectly. Joyball is the only machine of this kind that will allow for such practices. Nor in this type of machine before has anyone been certain that someone could sit on it rougly and that the legs would still remain in position. On Joyball this is as easily done as if you sat down on your favorite chair—no more harm would accrue.

Here's a machine that will stand up and that the operator can be sure will be on location without any fault and yet make more money for him than any other machine of like caliber that has ever been presented to the field. Joyball is a winner. It is the outstanding achievement of an outstanding firm and will go far to establish their reputation of builders of machines of quality and character.

●

A CALL FOR NEW COINS

Our coinage is pretty well standardized now, and for many years we have seen no changes in the denominations of coins, and only occasional alterations in design. But the rapidity of which deflation has been proceeding suggests to the New York Journal of Commerce that "the time may be ripe for introducing a new type of minor coin with a denomination intermediate between that of the cent and the nickel":

The slot vending-machine, for instance, needs a coin of this sort: metal tokens for use on street cars and public vehicles might also be dispensed with, in some cases, if a single coin could be used to make payment along with the five-cent piece. In museums and among private collections three-cent pieces and two-cent coins are on display—relics of days when the general level of prices was lower than at present. In view of recent sharp declines in prices, the desirability of reintroducing a greater variety of minor coins is at least worth consideration.

Pacific Coast, Watch Out for These Sluggers

Fred Jeannet advises us that a pair of coin sluggers are headed south down the Pacific coast. Here's his own message. Read it: "Warning, Pacific Coast operators—there is a pair of coin sluggers headed south—slugging 25c machines as they go. Their slugs are of zinc but poor job. Would suggest that operators deal individually with these fellows."

Prompt Delivery

Deal with us and be GUARANTEED 100%

SERVICE ● CO-OPERATION ● BETTER PRICES

$14.50

Lots of 10 on small machines only

Small Machines

Screwy
Five Star Final
Ace
Life
Sure-Shot
Ski-Doo
Rainbo

Large Machines

Genuine Hi-Ball
Three Ring Circus
Blue Seal
Speed Ball
Cadet
Silver Star
El Bumpo
Lucky Strike
Cyclone

JOYBALL—The 100 per cent trouble-proof machine. Can't be beat at this price: $16.50 complete with legs—lots of 10.
Puritan Baby Bell Vender $13.50 Each.

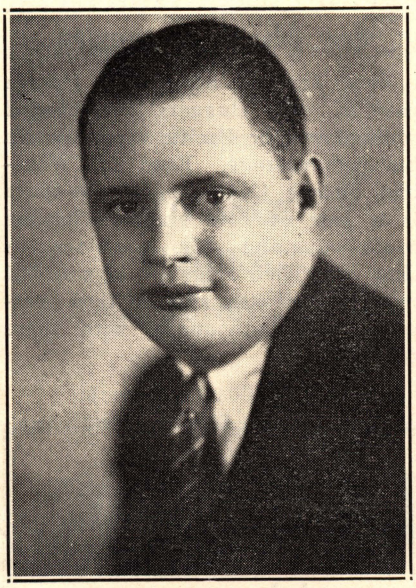
ORDER NOW
One-third Deposit, Bal. C.O.D.,F.O.B. N. Y.

● **MANY USED MACHINE BARGAINS** ●

Slot machines—pin games—merchandisers—all kinds—some practically like new. Write for our low prices.

Coin Operated Machines Co.

215 West 125th Street **New York City**



J. O. HUBER WHO PUT OVER ONE OF THE BEST COIN MACHINE EXHIBITIONS EVER HELD AND WHO, NO DOUBT, WILL BE ABLE TO PUT OVER ANOTHER ONE THIS COMING WINTER.

WAL, TAN MY HIDE

It was after the usual hard days' grind that Dick Leighton, the big Oregon Coast operator, settled himself down to sleep for the night. About one A. M. his peaceful slumber was rudely disturbed by a pounding on his front door.

"What the h——", pipes Dick.

"Hurry up", says the man at the door, "He's caught and can't move."

"Who's caught; why, how and what the devil is all this about", answers Dick, pushing aside the three grey hairs from his forehead, and batting his eyes like a bullfrog in a hail storm.

"Get your keys and hurry down to Jeannet's Arcade; they're waiting for you," replies the caller.

Sensing trouble, Dick climbs into the old breeches, makes a mad rush for the arcade arriving there with shirt-tail sticking out and all out of breath;—and what does he find?

There in front of one of his ten cent Jack Pot machines was one of the town yokels and wise guys, sitting on a chair with his finger and hand stuck in the Jack Pot vent. The more he wiggled the tighter it would hold, and incidently the more foolish looking he became.

Moral: "Don't stick your finger in every hole you see."

Al Stein and Florida

A long letter from our good friend Al Stein, who is now distributing machines from his attractive headquarters at 1356 N. E. First avenue, Miami, Fla., is "jam" full of joy.

Everyone remembers Al. When once you see that happy smile you'll never forget it. It used to be Peo and Stein. However, Al decided to try his hand down Florida way and now he's stuck good and proper. Get a load of Al's own words in the matter.

"Haven't seen a copy of the WORLD in so long I have completely lost out on what's going on in the coin machine world. Have been down here in Florida since last fall and got so much sand in my shoes that it's hard to pick them up and get out. Sort o' gone native."

And that's the way Al puts it up to us that he's solid for Florida and we can't blame him. We have bundled up a bunch of AUTOMATIC WORLDS and sent them to him and trust that he reads them and turn himself from darkness to light. Always glad to hear from Mr. Stein, you bet. He's a real coin machine man and knows the game from all angles and then some. Operators in the Florida section should get in touch with him.

New York and Brooklyn Becoming Coin Machine Center

Hats off to New York City and Brooklyn, N. Y. These two outstanding neighboring cities are swiftly rising to the distinction of being the center of coin machine activities of the world. New firms that are reliable are springing up every day, firms that stay and become firmly grounded. There has been less failures in the industry around these cities than anywhere else in America during the past few hard years. Many of these eastern firms have expanded and gone forward at a rapid rate and have been a real asset to operators all over America.

This paper predicts an outstanding growth and advancement in the coin machine industry, among the eastern members during the next few years that will amaze the world.

BOSTON FIRM HAS ANNIVERSARY

Supreme Vending Company of New England, located at 1129 Tremont street, Boston, Mass., have announced their first anniversary and will celebrate all during the month of August.

This dependable firm is headed by Ben D. Palastrant and a very pleasant business has been enjoyed during the first year's activities. We all wish Mr. Palastrant and his firm many happy returns of the day and trust many more anniversaries are enjoyed.

THE WANT-AD SECTION

Be sure and study thoroughly the Want-Ad section of AUTOMATIC WORLD. You may find just the used machines you want or the very trade you wish to make.

Here Is The Big Sensation!

Stevo-Ball "600"

The complete jackpot perfect marble table. Beautiful walnut finish with oriental decorations. Very latest improvements. Trick-proof and trouble-proof. Old locations turned to GOLD. See Stephens' page ad in this issue for complete description.

Factory Prices F.O.B. Fort Worth

Immediate Shipment

Send us your order today and be the first to get and hold those good locations.

FOR-TEX MFG. & SALES CO.

810 Burnett Street **FORT WORTH, TEXAS**

Want Ads

2 Cents a Word -:- -:- -:- Cash With Copy

USED MACHINES FOR SALE OR EXCHANGE

This section is arranged for the sale and exchange of used machines. The rate is 2c per word, cash with copy, minimum ad accepted 25 words. This is the cheapest and best space in the country today. We shall expect operators to use it freely.

JULY SALE—MAJESTIC TARGET, COMPLETE WITH stand, $15.00; Yu Chu Ball Gum, enameled, $2.25; Wrigley white enameled P. K., $3.00; Indoor Striker, with gum vender, 1-3 balls, $6.00, 2 with 5 balls, $7.00; Master Toy Venders, like new, $4.00; Scoops, new, $30.00, used, like new, $22.50; Paris to New York Pin Target, $5.00; Atlas Baseball, $4.00; 1 Gottlieb Grip Tester, as is, $2.00; Dandy Vender, new, $17.50; Larks, new, $17.50; A.B.T. 5 Shots for 1c, $5.00, good shape; Skill Shot 5c Pin Game, like the Hi-Ball, $10.00; Bally-Hoo, 1c or 5c play, $9.00; Baffle Ball Jr., 1c or 5c play, $7.00; Planit, like new, 5c play, $6.00; Spot a Ball, $6.00; 1c or 5c Field's Big Shot, new, $13.00; A.B.T. 5 Jacks, new, $20.00; Chester Pollard Golf. 5c play, $15.00; Rockola, 10c play, 3 Jacks, $12.50, like new; Peo's Daisy, $7.50; Cadet, new model, like new, $25.00; Bally Round, new model, complete with legs, $17.50; large Blue Bird 1-2-3 Ball Gum, $2.00; Rockaway 5 Jacks Jennings 1c play, $15.00; 1 5c play Electric Traveling Crane, like new, $175.00; 1 Mills Puritan Bell 5c, $14.00; Mirror Fortune Gum Vender, $5.00; 2 Vendets Midget, 5c play, like new, $40.00; Mills 25c Silent, serial No. 282,000, $60.00; Caille Grand Prize 4-reel, 25c, serial No. 50,000, $50.00; 1 Browney Roulette 25c play, small, $40.00; 1 Mills F. O. K. Baseball 5c play, skill stops, $30.00; 1 German Dice Automatic 25c play, cost $225.00, like new, $60.00. Many more. Write. No shipments made without one-third deposit. Eastern Machine Exchange, 263 Ferry Street, Newark, N. J.

SCHATZ IS DISTRIBUTOR AND JOBBER IN TEXAS for the following: Sample De Luxe Twins, $75.00; Gold Coast, $55.00; Rainbo, $16.50, stand extra, $2.50; Diamond Ball, $75.00; Kenn Ball, large. $175.00; Wow, $17.50; Stevo Coin Slot Mechanism, new, improved, trick proof. Operators' prices, sample $17.50. Jobbers, write for your prices. Doughboy Jackpot Attachment, fits any pin game, sample $12.00. Don't waste any time, get one for each game. Dead pin game made much alive. Rush order and get any spot you want to get. For sale at a bargain price, five Whoopee games made by In and Outdoor Games Co., of Chicago, for less than half price each; games now sell at $135.00 each. Games guaranteed to be in perfect condition and look like new games, price each $60.00 for the lot of five games, $250.00. Operators that buy pin games in quantity lots write for quantity prices. Terms: One-third cash with order. Schatz Novelty Co., Brenham, Texas.

FOR QUICK SALE—NEW MODEL LARGE SIZE Loop-A-Ball, $18.00; Busto Ball Marble Board, $4.00; Stop and Sock, $4.75; Miniature Golf Machine, 1c play, $4.75; A.B.T. Target Skills, $3.50; Big Game Hunters with registers, $8.00; Vest-Pocket Basket Ball, $1.50; Roll Skill, $1.00; Advance Shockers, new lacquer finish, $4.50. Frank R. Foster, Nocona, Texas.

FOR SALE—FIVE WATLING NO. 42 NICKEL PLAY, front vender Jackpot Slot Machines, serial numbers 44,004, 43,736, 44,653, 43,565, $35.00 each; 1 5c play Mills Silent Bell No. 262,578, $50.00; 1 Mills side vender No. 237,184, $32.50. All practically new. Selling because of going out of business. J. E. Edens, Jr., Okalona, Miss. One-third deposit, balance C. O. D.

REAL BARGAINS IN SLIGHTLY USED POPULAR Pin Games. It will pay you to write for a price list of our machines. Automatic Games Co., 411 Eastern Ave., Toledo, Ohio. (Aug.)

YOUR AD IN THIS DEPARTMENT WILL HELP SELL your used machines. Fifty words for only $1.00.

PENNY MACHINES—BARGAINS, USED. NOVIX Specialties, 1189 Broadway, New York.

OPERATORS—WE REPAIR PEANUT AND BALL gum machines, any make. Machines reconditioned and levers fixed. Try us and convince yourself. Wanted—Northwestern Merchandisers cheap. Drilled gum, baseball and numbers on one set. Two hundred fifty balls, $1.50. Twelve hundred balls, $3.50. Write for quantity prices. Western, 1207 Rutger, St. Louis, Mo.

FOR SALE—ONE MILLS 5c JACKPOT SIDE VENDer, Rockola type Reserve, reconditioned, $30.00; 1 Mills 5c Side Vender C., O.K., runs good, $15.00; 1 stand, $1.50; 1 Field's Four-coin Jackpot Baby Vender, excellent condition, $10.00; 1,500 5c checks, $1.50 for 500. One-third cash, balance C.O.D. H. J. Sommers, 1620 H street, Sacramento, Cal.

SEND CHECK $10.50 4,000 NAMES COIN MACHINE and punch board operators and jobbers. Eastern Kentucky Vending Machine Co., Pikeville, Ky.

BARGAINS—USED MACHINES—FORTY 5c MILLS Baseball Machines, metered, $25.00; 50 Mills 5c Side Jackpot Venders, high serials, $25.00 each; Ballyhoo, $10.00 each; Bingo, $6.00 each. Get on our mailing list for bargains. 25 per cent deposit required. H & D Sales Company, Knoxville, Tenn.

BARGAINS—BARGAINS—BARGAINS—COIN SLOTS, $1.00; Plungers, $1.00; special Marbles for pin games, $1.00 per 100, or $5.00 per 1,000. Used Machines—Gyros (demonstrators), $12.50; Monte Carlos, $10.00; Play Boys, $7.95; Brownie Pools, $5.95; Honest Johns, $12.45. All in A-1 condition. M. T. Daniels, 1027 University Avenue, Wichita, Kan.

"4-WAY ADLEE FROLIC DICE NEW MACHINES $14.50; slightly used $12.50; Shooting Star Marble Tables, good as new, $6.50 each, 5 for $30.00; metal stands $1.75 each; 1 New Ballyround, 1c or 5c slot $14.50; Gyros, like new, $12.50 each. 3 Rainbos 1c or 5c, used as demonstrators, $14.50 with metail stands. FOR-TEX MF'G & SALES CO., Burnett St., Ft. Worth."

FOR SALE: 12 SMAL LGAME HUNTERS SLIGHTLY used at $4.00 each. 6 Gottleib Miniature Base Ball at $3.00 each and 1 Roll Skill for $1.00. Or will trade, what have you. M. F. Weber, 1489 Abbott Road, Buffalo, N. Y.

"OPERATORS AND JOBBERS, HERE IS YOUR chance to purchase clean, up-to-date coin operated machines of all descriptions, practically at your own price. Send us a 3c stamp requesting our list and at the same time state what type machines and how many you can use. Skill Automatic Mfg. Co., 1922 Freeman Ave., Cincinnati, Ohio."

FOR TRADE:ONE USED PACE JAX-POT 5c PLAY for used Bally-Hoos or other pin games. Also one Mills Poker Machine 1c to 10c play for pin game. Both machines in A-1 condition but not permitted to operate in my territory. C. M. Ellison. Delia. Texas.

WE WANT 20 MILLS AND JENNINGS NICKLE JACKpots, will pay cash at real bargain prices. State condition and serial number first letter. We have practically some of every kind of coin machine that we would trade for jack-pots, Bluebird Dise, Penny Jacks, small scales or pin games. Send for list. Eastern Ky. Vending Machine Co., Pikeville, Ky.

CORRECTION

Last month we advertised Iron Claws at $25.00 under the name of the Eastern Ky. Vending Machine Co., of Pikeville. Ky. The price should have been $85.00 and not $25.00. If in need of good Iron Claws get in touch with the above firm.

PIN GAMES. WOW $10.00—HIT DECK $10.00 Krazy Ball $11.00. Baby Jacks $11.00, King Pin $18.50. Will trade for 5c Jack-pot Bells. D. A. Collier, P. O. Box 253, Meeker, Colorado.

FOR PREVENTION OF DISEASE

The New Vending Machine Dispensing 2 for 25c

"SAFE-T"

"A Public Benefactor"

Cooperating with Public Health Depts.

$ $ $ $ $ Law abiding, with the profits of a Racket $ $ $ $ $

Our trade names are fully protected—we are the originators. Send for free descriptive folder with prices on machines and empty boxes. 1100 machines now on location, average $3.78 per week clear profit. A few exclusive state rights still open to those able to finance same.

Write

LeMar & Son, Ltd.

Suite 309 Broadway Bldg.
MILWAUKEE, WIS.

FOR SALE: 10 BALLYROUNDS WITH WOOD LEGS $12.50. BAFFLE BALLS $6.75, STANDS $10.00, BALLYHOOS $8.50, WOODEN LEGS $1.00. 2 AMERICAN SALES QUADRO PHONE VICTROLAS PERFECT, COST $400, SACRIFICE $96.50. THREE WATLING MFG. CO. BIG DIAL SCALES $20.00 OR TRADE. BLUEBIRD DICE WITH VENDERS $4.75, WITHOUT VENDERS $3.85. SUPERIOR 4 WAY VENDERS $9.85. ABT ANIMAL, NUMBERED OR DICE REELS $8.85, WITH REGISTERS $1.00 EXTRA. ABT TARGET $4.25. BLUEBIRD MOVING DUCK TARGETS $11.50. 3 NICKLE POOL TABLES $9.95. JENNINGS NICKLE JACKPOTS OVER 70,000 AND MILLS OVER 240,000 $32.50 EACH. MILLS DIME SILENT 272,000 $55.00. FIELD AND ROCK O-LA FOUR JACKS $9.75. ABT 3 JACKS LION BABY BELLS OR VENDERS $7.85. 2 HIGH STRIKERS $9.00. PEO BASKET BALLS, 8 GOTTLEIB GRIPPERS, 8 GOTTLEIB BASEBALL, 8 PEO WHIRLWINDS $2.75. ONE BINGO $5.00. NEW SKE BALL ETTE $7.50. NEW FIELD DING THE DINGER $7.85. HERCULES 3 WAY GRIPPER $7.00. 3 EDWARDS GRIPPERS $3.85. MILLS WIZARD $3.85. 3 NORRIS MASTER VENDERS $4.75. FIELD FOUR WAY VENDER $10.00. ONE CALVERT INDIAN SHOOTER $7.50. 3 K. O. FIGHTERS WONDERFUL HOTEL LOBBY MACHINE COST $270.00, SACRIFICE $37.50. 1 HOOT MON GOLF $25.00. 2 NEARLY NUDE DANCING GIRL MUTOSCOPES $22.50. 4 COUNTER MODEL, 2 FLOOR MODEL EXHIBIT IRON CLAWS PERFECT $75.00. 2 ABT BILLIARDS SKILLS $15.00. ONE PUT AND TAKE $7.00. 1 MILLS NICKLE REWARD PAYING BAG PUNCHER. USED VERY LITTLE $50.00, BARGAIN. 2 SPOT A BALLS WITH STANDS $9.00. 15 NICKLE MILLS PURITANS $9.00. 1-3 WITH ORDER BALANCE C. O. D. OR TRADE FOR JENNINGS OR MILLS NICKLE RESERVE JACKPOTS. EASTERN KY. VENDING MACHINE CO., PIKEVILLE, KY.

SEND STAMP FOR LIST OF USED MACHINES. Get on our mailing list. You save money on machines and supplies. Goodbody, 1826 East Main, Rochester, N. Y. 10-33

FOR SALE: 10 O. K. VENDORS, $10.00 EACH. 5 Jennings Bells, $10.00 each. 30 Jennings 25c Jackpots, like new and guaranteed, $35.00 each. All machines cash with order. Jeannet Coin Machine Co., Oswego, Oregon.

FOR SALE—15 A.B.T. DUTCH POOL WITH STANDS, $7.50 complete; 15 Ballyhoos, almost new, $9.00 each. Birmingham Vending Co., P. O. Box 2005, Birmingham, Alabama.

FOR SALE—10 LATE MODEL DU GREINER SELECtive candy machines, $17.50 each. Practically as good as new, and guaranteed in every respect. O. C. Hall, 3473 Humboldt Ave., Milwaukee, Wis.

YOUR USED MACHINES. ADVERTISED IN THIS Department, will surely be sold. Try an ad in our August issue, only 2c per word.

TRADE TWO WATLING 5c FRONT VENDERS, HIGH serials, perfect condition, for Master Confection Venders. Walter Cunningham, 5 South Jackson, Frankfort, Ind.

USED BAFFLE—PLAYBOY, $7.50. BALLYHOO—Whizbangs—Gyro, $9.00. Bargains on other machines. K & H Novelty, 5801-14th Avenue, Brooklyn, N. Y.

SPEEDY COIN CAUNTER, PENNY SIZE, AND 500 ½x2½ in. stickers printed your name, address or any other four lines, all $1.00. Robert Armstrong, Lake Forest, Illinois. Aug.

NEW BOARDS FOR YOUR BALLYHOO, SIMILAR TO Five Star Final—every thing complete to install in 15 minutes. Complete $3.50 each. Northwest Shade Co., 2429 W. Division, Chicago, Ill.

BALL LIFTERS — INCLUDING PLUNGER — $1.25. Complete Silent, never misses—Extra Plungers, 25c ea. Guaranteed. Automatic Products Co., 1545 W. Roosevelt Road, Chicago, Ill.

COIN SHUTES , 75c EACH—FOOL PROOF—SLUG Proof—No paper buttons or tooth picks. Automatic Products Co., 1545 W. Roosevelt Road, Chicago, Ill.

LET US DESIGN YOUR BOARD—SCREEN WORK AS low as 20c each board. We can save you money on your cabinets, Complete equipped plant for all work and parts for pin games. Automatic Products Co., 1545 W. Roosevelt Road, Chicago, Ill.

FOR SALE: PENNANT MACHINE AND WOOD stand, box 36x16"—stand 31" high, turned legs, cost $37.50. Will close out for $16.50. Complete in perfect condition. Finished in French grey and white mahogany pannels, trimmed in gold. A beautiful piece of furniture. 1-3 cash with order, balance C. O. D. Carroll Picture Frame Co., 1545 W. Roosevelt Road, Chicago, Ill.

WANTED: HAVE LOCATIONS FOR APPROXIMATEly 100 Pin Games. Will place and look after on percentage basis or will lease for six months at reasonable rate. Furnish bond and A-1 references.
C. M. ELLISON, Delia, Texas.

Percentage regulators for Mills, Jennings, Pace Jackpot machines they are made right and work right. Samples $1.00 or $3.00 per dozen. Whitehouse Machine Shop, 116 Liberty St., Utica N. Y. Aug.

FOR SALE: ARISTOCRAT SHOWCASE CABINETS for Slot Machines, nearly new. Doubles $32.50. Singles $27.50. Hilo Senior DeLuxe Marble Tables $27.50. Bargains. Exchange for Jack-pot Bells. Indian Kettles Club, Hague, New York.

BARGAINS, BARGAINS, BARGAINS—SEND FOR our new list of slightly used Uin Games. Some as low as $2.95. BADGER NOVELTY CO., 2330 North 29th St., Milwaukee, Wisc. Aug.

$142.00 Intake in a Week!

Stevo "Jackpot" Makes New High Records!

Write for Sample NOW!

LEGITIMATE!

STEVO-BALL "600" (Jackpot) is purely a game of skill. The refund is awarded the player placing a ball in the 600 hole—evidence of exceptional skill. Not a game of chance—therefore, strictly legitimate. (Every sixth coin goes in the Refund Till (Jackpot). Coins can't be seen—an exclusive feature.

SAMPLES

$45.00

1-3 Cash, Balance C. O. D.

VERY LOW PRICES IN QUANTITIES

The Game of Games

and Legitimate, too, because it is purely a **game of skill.**

STEVO-BALL "600" (Jackpot) has rocked the industry—it is the "shot heard round the world"—a new Declaration of Independence for Distributors and Operators. $142.00 a week—Cigar Stand (Mo.) $110.75 a week—Pool-room (Miss.) $105.00 a week—Hotel Lobby (Minn.) $100.35 a week—Bus Station (Western N. y.) $97.75 in four days—Recreation Room (Iowa.) And so it goes everywhere from Texas to Canada and clear across the continent.

SAMPLE Orders followed by a Rush of Tens, Twenty-fives, Fifties, Etc.

Greatest repeater in recent history. Distributors are piling up advance orders to be sure of ample machines. Our facilities are able to take care of all orders; immediate deliveries assured.

A. J. Stephens & Co.

1430 W. Chestnut St. Kansas City, Mo.

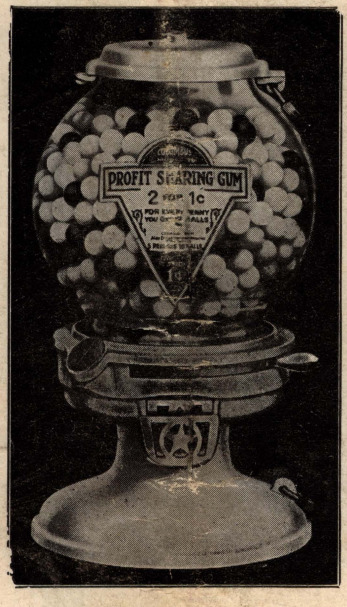
COLUMBUS

REG. U. S. PAT. OFF. NO. 193113

Ball Gum and Marble Vendors Always Satisfy

PLAY SAFE WITH COLUMBUS MACHINES—THEY'RE BUILT TO LAST

Model 14
Vends 1-2-3



Model 16
Vends 2 Balls 1c

Model 17
Vends 1 Ball 1c

Interchangeable Vendor Discs

This series of Ball Gum Machines, including Model 14, Model 16, and Model 17, is designed with interchangeable vender discs. The disc used in Model 14 is No. 193. The disc in Model 16 is No. 205 and the disc in Model 17 is No. 206. These three discs are interchangeable in the same machine and are used in combination with our new agitator plate, which prevents arching and missing. These machines will take care of standard ⅝ inch ball gum or standard marbles, including 00 size and up.

The Model 14 Profit Sharing Ball Gum Vender dispenses gum at the rate of 1-2-1-2-3. Instead of vending six balls for three pennies, Model 14 vends nine balls for five pennies. By this unique arrangement you secure fifty-five pennies for every hundred balls vended instead of only 50 pennies. The Model 16 vends two balls for every penny and takes in fifty pennies for every one hundred balls vended.

The Model 17 vends one ball for each penny and takes in one hundred pennies for every one hundred balls vended.

For Further Details Write Your Nearest Dealer

MANUFACTURED BY

The Columbus Vending Co.

2005-2015 East Main Street

COLUMBUS, OHIO, U. S. A.